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SAN BERNARDINO COUNTY
ECONOMIC DEVELOPMENT DEPARTMENT

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NEWS LETTER

Published quarterly by the San Bernardino County Economic Development Department to chronicle events and activities relating to the purposeful economic development of San Bernardino County and its Communities.

VOL. XI, NO. 1 **1st QUARTER, 1976**

Amfac Drug Supply Company has been officially welcomed to San Bernardino at a ceremony at the office at 795 South Lugo Street. Welcoming remarks were extended by (from left) Ray W. Glider, Director of the County's Economic Development Department, and Anthony McEwen, president of the San Bernardino Chamber of Commerce. Others in the photo are Arthur Duenas, regional vice president of Amfac; Roger Clarkson, general manager; Sondra Theodore, Miss Bicentennial; Sara Ramirez, Miss San Bernardino; Jack Youngstrom, executive vice president of Amfac.

AMFAC DRUG SUPPLY COMPANY WELCOMED TO SAN BERNARDINO

Amfac Drug Supply Company, a division of Amfac Incorporated, was welcomed to San Bernardino by County and City officials at recent ceremonies at the company's office and warehouse, 795 South Lugo Street. The firm has distributed wholesale pharmaceutical supplies in Southern California for over 25 years, but this new office is the company's first distribution center in the inland counties.

Roger Clarkson, manager of the new center, formerly operated the Amfac office in the City of Industry. Art Duenas, regional vice president, spoke at the welcoming ceremonies.

Clarkson points out that his firm purchases from over 200 manufacturers. "We supply hospitals and pharmacies with prescription pharmaceuticals and ethical drugs. Accuracy in filling the

(Continued on Page 2)

"Concern" Awards Presented to Golden State Building Products, Matich, and Kaiser Steel

The Golden State Building Products Company of Redlands, the Matich Corporation, and the Kaiser Steel Corporation have received the "Concern" Award for conservation of energy, a presentation by the Southern California Gas Company.

Golden State reduced gas usage by 88 million cubic feet annually at its lumber and particle board plants, and Matich reduced its use of gas by 39 million cubic feet. Kaiser's saving was 1.7 billion cubic feet.

Matich produces road pavement, a mixture of sand and rock aggregate and asphalt used for highway construction and repair. Before being mixed with asphalt, the rock aggregate must be dried in a large rotary dryer fired by natural gas.

Matich engineers found they could improve the efficiency of the dryer by modifying the design of the unit's lifter paddles — components that tumble the aggregate during the drying process.

By cutting two-inch holes in a portion of the paddles, engineers were able to divert the aggregate from coming in contact with the flame, thereby permitting complete combustion.

The energy saving lifter modification developed by Matich is now in use throughout the asphalt pavement industry.

Golden State's two Redland's divisions comprise one of the largest lumber processing companies in Southern California. One division dries cut lumber and the other manufactures particle board.

Under the company's energy conservation campaign, engineers in the particle board division installed a heat recovery system on the air pollution control equipment for large drying ovens.

Heat from the pollution control system that previously had been lost to the atmosphere was recovered and recirculated for other manufacturing operations. A portion of the heat is used to operate a 1,000-horsepower boiler that supplies steam to a wood dryer and to the particle board press.

Recovered heat is also being used to preheat the combustion air of the pollution control system and to operate another large dryer.

These energy conservation measures are estimated to be saving the particle board division about 68 million cubic feet of gas and about $68,000 in natural utility bills annually.

In Golden State's wood drying division facility, engineers rebricked the entire in-

(Continued on Page 2)

Amfac Drug . . .

(Continued from Page 1)

orders and speed of delivery are the two key factors.

"We guarantee twice-a-day delivery throughout the two-county valley area. This means that if you call your druggist for a prescription drug that he doesn't have in stock, he has two chances each day to have that drug delivered to his door. When a really sick person needs a prescription, he usually needs it now, not tomorrow."

Delivery service for Amfac is being provided by California Clearings Company of Colton. Owner George Cocchia is delighted to have the Amfac contract. "Drivers are bonded and our fleet of 22 vehicles will be delivering under contract to Amfac's customers. The twice-a-day service extends from Pomona in the west to Calimesa, and as far south as Corona. The mountain and desert communities receive once-a-day service."

Clarkson, in exploring his company's decision to locate in San Bernardino, points out that "people are helpful here. The County's Economic Development the Chamber's Business Development Division, and, especially, realtor Chuck Racoosin provided a team that made our move to San Bernardino easy to achieve."

The parent corporation has other divisions locally, the Amfac Thrift and Loan in San Bernardino, and Amfac Electrical Supply in the Colton Industrial Park.

New in Fontana — Recreation Industry Moves Ahead

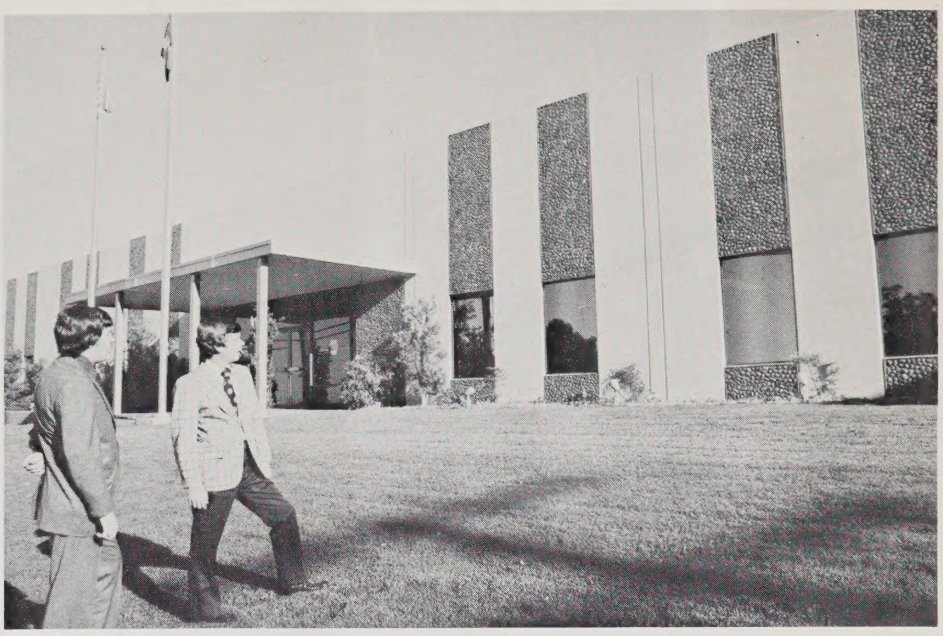
Tourism and recreation in the winter months is more than snow skiing. Theatre is alive and well in a new home at 16286 Foothill Boulevard, Fontana.

The Mummer's Community Playhouse, with nightly presentations on weekends, is playing to capacity crowds in a building that even years ago was known as the Tropic Isle Bar. Hundreds of hours of staff labor changed the bar into a theatre. And its plays are well received.

Other communities in the valley have long promoted local theatre productions, but the Mummer's have added a new zest and a new location. They are happy to be in Fontana, in their own "homemade" theatre.

When the plays end, the cast joins with the audience for a discussion that brings an added dimension to the evening. A recent play, Neil Simon's "The Prisoner of Second Avenue" furnished both food for thought and conversation.

Founders of the Fontana project are Bill and Pat Bittner, and Debbie DeArmond. Current information is available from Anne Beattie of the Fontana Chamber of Commerce.



General Manager Tom Pilkington of J. M. Ney Company's Barkmeyer Division in Yucaipa shows off his new 50,000 square foot expanded facility to County Supervisor Chairman Dennis Hansberger. The plant manufactures equipment for dental laboratories.

J. M. NEY'S BARKMEYER DIVISION EXPANSION IN YUCAIPA

The Barkmeyer Division of J. M. Ney Company of Yucaipa has just completed an expansion project that brings total area of 50,000 square feet under one roof. The company is a world leader in the manufacture of equipment for dental laboratories.

General manager Tom Pilkington conducted a tour of the new facility for San Bernardino County Board Chairman Dennis Hansberger and other local officials.

"Our laboratory furnaces have capabilities that exceed furnaces made any place else in the world," explained Pilkington. "The entire heating process can be programmed at the start when the operator decides not only the degree of maximum heat but the times and degrees involved in the speed of the heating process."

The firm ships to worldwide markets, with a steady flow of orders coming from nations such as Japan. "The Japanese are very particular in their work, and they appreciate the quality of our products. We are in competition with other manufacturers primarily in the area of quality," Pilkington said.

The Yucaipa firm merged in 1966 with J. M. Ney of Bloomfield, Connecticut, which has been supplying precious metals to the dental industry since 1812. The Yucaipa plant is under local control, hires 36 employees, and is responsible for its own product design, development, and marketing.

"Concern" Awards . . .

(Continued from Page 1)

terior of the wood drying kiln and installed a new roof. The improvements in the drying kiln are responsible for cutting the division's natural gas consumption more than 20 million cubic feet and lowering its gas bill about $20,000.

Kaiser's energy conservation effort got underway in 1974 when engineers developed a system which recovers gas from blast furnaces and uses this same gas to fuel its coke oven regenerators and steam boilers.

Before this new system was installed the excess gases were emitted into the atmosphere as wasted energy.

The gas company's Industrial "Concern" Award program was initiated earlier this year to recognize industrial gas users that have undertaken significant energy conservation programs.

The prime objective of the Industrial "Concern" program is to gather and disseminate information about recent energy saving developments in industrial methods and equipment.

— A LOOK AT 1975 IN SAN BERNARDINO COUNTY —

Industrial and commercial growth in Southern California is continuing its move into San Bernardino County's ample space, where land prices are lower, a labor force is available, and already excellent transportation systems continue to develop. A vigilant Board of Supervisors with a strict land use plan in hand, assures that growth proceeds in pace with all of the area's other needs.

Transportation companies were among the first to realize that being next door to the nation's second largest market is frequently better than being in its center. Transportation systems need space to classify shipments, and then they need the use of direct connecting routes to markets and suppliers. San Bernardino County's rail and highway routes are among the most direct in the nation.

Southern Pacific Railroad has completed the world's most advanced computerized freight marshalling yard near Colton. A spur line to provide direct service to Northern California was constructed through Cajon Pass, the first major new rail construction there since Santa Fe came through in 1885.

Southern Pacific's concept of classifying freight cars by computer and shipping by special trains to a single destination provided a two-fold impetus for Southern California's growth: industrial sellers could ship more quickly, and the 12.7 million buyers — all of us — were closer to faraway markets.

Other transportation companies have developed their own methods of utilizing San Bernardino County's strategic location next door to the major market. Santa Fe Railway is opening a $50 million classification yard at Barstow, where a connecting line with the north already exists. The trucking industry has developed its own sorting and re-loading systems, with Yellow Freight utilizing a classification warehouse at Barstow with 64 loading bays in operation 24 hours a day.

For years San Bernardino County was viewed as a "pass through" area. A person or a shipment moved through the County to a destination elsewhere. Today, most of Southern California's freight shipments stop here, or even originate here.

Mining Industry

In the one month of September, 1975, the County's vast limestone quarries produced over 170,000 tons of raw cement which were shipped throughout the Southwest and beyond. Other mining operations continue to grow as markets develop. For years the Kerr-McGee Chemical Corporation at Trona has had daily loadings of ten gondola rail cars or an equivalent mixture of truck and rail shipments. An expanding world-wide market has prompted a $180 million development that will triple Kerr-McGee's production. In 1977 a 100 car unit train will leave the Trona facility every three days with soda ash and other minerals to be shipped throughout the world.

Other Major Industries

The County continues to be the western leader in the production of steel and steel products. The Fontana area mills provide complete steel production, and again shipping is vital as two transcontinental rail lines and major freeways provide the key linking factor with both the suppliers and the worldwide markets.

In a major move that rocked the textile industry, the first complete textile mill in the West opened in 1975 in the County's Cucamonga area. This historic move from the industry's traditional eastern home, once more points up the value of the County's strategic location, "next door" to a market of 12.7 million people. This new mill is typical of the growth encouraged in San Bernardino County. Its modern computerized methods control the quality of more diverse operations than any other textile mill in the world. Yet the plant is clean and ecologically sound, not even requiring a connection to the County's non-reclaimable sewage system. Other national and international corporations are showing the same desire to locate in San Bernardino County and to operate with the cleanliness made possible by modern technology.

Air Transportation

Major carriers have long used Ontario's modern jet port where expansion has become a way of life. A new 10,000 sq. ft. addition to the terminal building is under construction, and runway repairs and a new lighting system have been completed. A network of smaller airports maintained by the County are situated strategically throughout the valley, mountains, and desert areas.

Recreation and Tourism

While recreation and tourism is the third ranking industry in California, supplying jobs for a whopping 20 percent of the labor force, the industry ranks number one in parts of San Bernardino County. The mountain areas host over 12 million visitors each year in all seasons. The numbers of snow skiers, however, are increasing sharply as modern snow making equipment is doubling the number of ski days per season. The $2.5 million new installation at Snow Valley is an example of current expansion. Southern California's skiers are learning that they don't have to travel far to arrive at a well-groomed ski slope.

Other recreational activities on the increase include lake and river fishing, hiking, bike riding, water skiing, and houseboating on the Colorado River.

The Trends

What you see is what exists. Most of us use the freeway system, and we see the trucks moving goods to and from our warehouses. We watch the freight trains with eleven diesels moving swiftly over Cajon or San Gorgonio Summits. We see the air freighter's landing lights over the grape vineyards, approaching Ontario International. This movement reflects the industry that is increasing every day. And the new industries now are clean. They can't come if they aren't. It's as simple as that.

A firm but cooperative attitude in County government, and the ready-made opportunities of inexpensive land, strategic location, and excellent transportation, indicate that industrial and commercial enterprises will continue to be interested in San Bernardino County for the years to come.

SOLAR ENERGY

At a recent Board of Supervisors meeting, Supervisor James L. Mayfield of the First District obtained unanimous support from the Board to provide information on the solar energy systems for residential use. Mayfield in his report to the Supervisors felt that the County could do more to assist homeowners in the construction and remodeling of their homes, utilizing solar heating and cooling systems.

Specifically, the Supervisor urged the San Bernardino County Building Department to prepare information which would suggest to homeowners suitable methods for designing solar heating systems for residences.

Additionally, Supervisor Mayfield felt that the County should assist residents in evaluating which solar energy concept would be best for their particular geographical area and architectural design.

This concept would include information designed to conserve energy, hints to the homebuilder concerning where to put the biggest windows, and on what side of the house to use maximum insulation.

The Environmental Improvement Agency will soon present the draft report to the Supervisors, and after final approval copies will be available at the County Building and Safety offices.

THE INDUSTRY OF TOURISM AND RECREATION:
A WINTER REPORT

Tourism and recreation facilities of San Bernardino County continue to lure the 12.7 million nearby residents in Southern California. The picture for 1975 has been a happy one according to spokesmen from local resort communities.

The local tourism industry is especially outstanding when compared to national trends, particularly in other industries. Mike Fanton, 1975 president of the Lake Arrowhead Chamber of Commerce, states, "Our community has enjoyed an excellent year, although we may be benefitting from the misfortunes of out-of-state resort areas. Many Southern Californians who used to take trips to Oregon or Mexico are enjoying our local mountains for the first time. The scenery, the fishing, the skiing, the fresh mountain air are all here to be enjoyed, and it's closer to home.

"Southern Californians are discovering the advantages, particularly the financial benefits, of enjoying their nearby recreation areas."

Fanton says that the number of tourists has increased each month, and also on the increase is the number of visitors who linger to inquire about the purchase of property. Fanton is vice president and manager of Security Pacific Bank at Blue Jay.

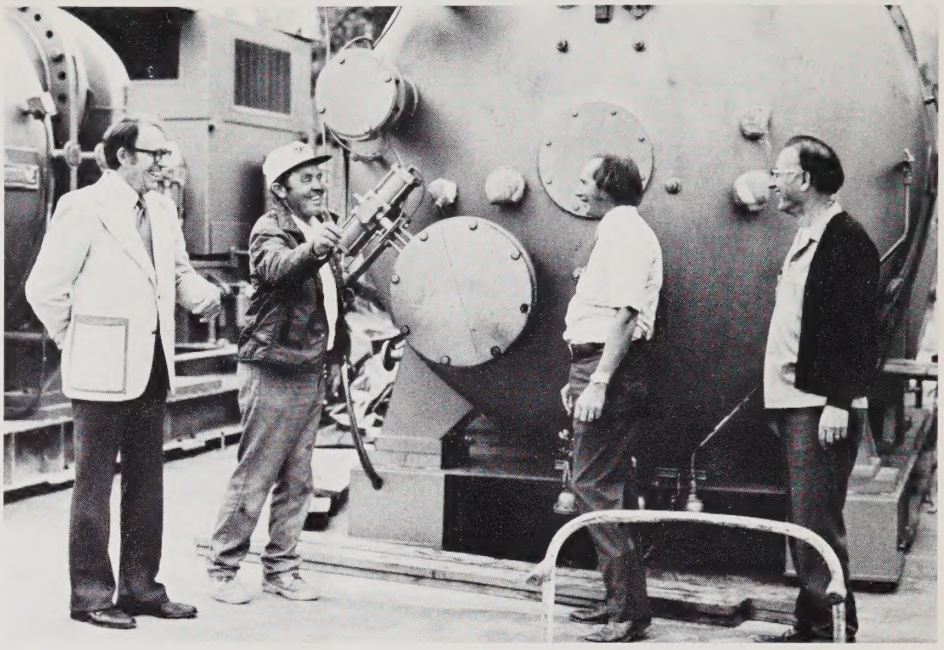
At Big Bear Lake, Chamber manager Gloria Holt describes 1975 as a year that has provided firm, steady growth. "When you look at our Interlocken Shopping Center, and realize that the various shops and stores have been in business for a full year, you know that healthy growth has taken place."

Chamber officials at Big Bear also point out the notable improvements at the airport, such as the paving of the north taxiway, the installation of VASI, new runway lights, and hazard beacons.

Ricar Aviation is the new fixed base operator at the airport providing charter and other services. Equipment includes a Cessna Cardinal, a Beech Bonanza, and a Cherokee 140.

SAN BERNARDINO

S. Wayne Lynch has been elected 1976 president of the San Bernardino Chamber of Commerce. Lynch is Inland division manager of the Southern California Gas Company. Lowell V. Trask, president of Sierra Savings and Loan, will serve as vice president-president elect.



New snow making equipment at Snow Valley near Running Springs is explained to Ben Rinaldo (1), Publisher of Skier newspaper and national president of the U. S. Ski Writers Association. Jack Rindal stresses that the 33,000 cubic feet per minute capacity of the Ingorsoll Rand machines represents the largest artifical snow making operation in the West, and the second largest in the U. S. Others in the photo are Running Springs' 1975 Honorary Mayor Ed Perry and Wayne Flanery of Huntington Beach, member of Snow Valley's Board of Directors.

SKI PROMOTIONS

Ski promotions are beginning in earnest for San Bernardino mountain resorts, and a major promoter is San Bernardino County's Economic Development Department. 60 second radio commercials on four major radio stations in Southern California ran through the Christmas holiday season.

Promotion has normally awaited the arrival of natural snow. This year, with the installation of new equipment to make man-made snow, skiing is starting earlier than ever in the San Bernardino mountains. It is important to check with the individual ski area for up-to-date ski conditions. One of the several spot announcements follows:

> *Ski the mountains of San Bernardino County! They're almost in your back yard. You can easily be on the slopes in less than two hours from almost any place in Southern California. You'll find excellent facilities at the many ski resorts in the San Bernardino mountains. Modern lifts, restaurants and lodgings at reasonable prices. If you're an expert or a novice skier, you'll find the slopes to your liking in the beautiful mountains of San Bernardino County. If you haven't skied, try bunny hills — many of the ski resorts have rental equipment and give easy lessons. If you're a skier and haven't skied the slopes of the beautiful near-by San Bernardino mountains lately — come on up — they've made many improvements — and you can ski there frequently because they're close. You'll save money, too. So next time take off for the mountains of San Bernardino County. Sponsored by San Bernardino County Economic Development Department.*

Accurate Weather Prediction: Key to Successful Management Of Ski Slopes

Can anyone predict the weather accurately? Yes, say the ski resort managers in the San Bernardino Mountains, as they join the ranks of industries that rely upon sophisticated weather information systems.

Snow Valley's manager, Jack Rindal, utilizes predictions furnished by Thiokol Corporation of Ogden, Utah, a service that included a long-range, accurate prediction of the first major storm that hit Southern California's mountains during Thanksgiving weekend.

Snow Summit at Big Bear purchases a daily forecast from Joel Myers of State College, Pennsylvania, a service that approaches 80% accuracy in its 72 hour ski area predictions. According to Jo Alexander of Snow Summit, weather prediction is the key factor in managing the slopes properly, especially in scheduling the making of snow.

"With these forecasts we can schedule a crew to work all night, or we can send them home. They'll know ahead of time what to expect. Gone are the days of having crews stand around watching a thermometer."

The Myers weather service has been assisting ski operators in the East for over 10 years, but only recently have westerners purchased the service. According to Alexander, "It takes one phone call each morning. We report the temperatures, humidity, and wind information. This goes into the Myers computer which already has the latest satellite report for our area, as well as additional information from other sources. We are then given a 72 hour prediction which, of course, is updated daily."

Rindal states that skiers throughout the Southland could learn much more about the weather and be able to plan ski trips more easily if television newcasts would print the appropriate satellite picture. "The satellite pictures used by the TV networks are of value to easterners. They can see how the storms are moving across the nation from west to east. Here in California we need to see what is happening over the Pacific Ocean as the storms begin to move toward the West Coast. If Los Angeles stations would use such a picture, skiers could, with a little practice, predict their own weather and make better plans for ski trips to our local mountains."

Time was when weather prediction was important only to the area's citrus growers. Now the ski managers, and the many Southland skiers, plan work and play around weather information that is increasingly more reliable.

SPECIAL EVENTS CAN KEEP YOUR TOURIST DOLLARS MOVING

The recent Marathon foot race (26 plus miles) sponsored by the San Bernardino Chamber of Commerce is an example of community cooperation in a special event that attracted visitors from throughout the Southwest. The anxious officials (top photo) coordinated traffic control along city, county, and state roads. Cooperation and hard work was the key to their success.

ECONOMIC DEVELOPMENT DEPARTMENT

SKIING

IN

SAN BERNARDINO COUNTY

NAME	LOCATION	ELEVATION	SNOW: MAN MADE	SNOW: NATURAL	LIFTS: ROPE TOWS	LIFTS: POMA LIFTS	LIFTS: SINGLE CHAIR	LIFTS: DOUBLE CHAIR	LIFTS: TRIPLE CHAIR	LIFTS: QUADRUPLE CHAIR	SLOPES: BEGINNER	SLOPES: INTERMEDIATE	SLOPES: EXPERT	SERVICES: SKI SCHOOL	SERVICES: NIGHT SKIING	SERVICES: SNOW PLAY AREA	SERVICES: TOBBOGAN & SLED RENTAL	SERVICES: EQUIPMENT RENTAL	SERVICES: SPORT SHOP	SERVICES: COCKTAILS	SERVICES: FOOD	HOURS: DAILY	HOURS: WEEKENDS/HOLIDAYS	
BIG BEAR AREA																								
GOLD MINE P. O. Box 1671 Big Bear Lake, 92315	Moonridge, east of Big Bear Lake Village Phone: (714) 585-2517	7,100-8,600		X	X	4	1		2			X	X	X	X		X		X		X	X	X	X	X
SNOW SUMMIT P. O. Box 77 Big Bear Lake, 92315	East of Big Bear Lake Vil. Phone: (714) 866-4621 1-800-462-4071	7,000-8,300		X	X	4			3		1	X	X	X	X	X					X	X	X	X	X
GREEN VALLEY LAKE																								
GREEN VALLEY SNOW BOWL P. O. Box 202 Green Valley Lake, 92341	East of Green Valley Lake Phone: (714) 867-2338	7,200-7,500			X	2	2					X	X	X	X						X	X		X		X
MT. BALDY																								
MT. BALDY P. O. Box 567 Mt. Baldy, 91759	North of Upland via State Hwy 30 Phone: (714) 982-4208	6,500-8,600			X				4			X	X	X	X						X			X	X
MOVIE SLOPE SKI SCHOOL P. O. Box 477 Mt. Baldy, 91759	North of Upland via State Hwy 30 Phone: (714) 985-3012	6,200			X	2						X			X		X				X		X	X	X
RUNNING SPRINGS																								
SNOW VALLEY P. O. Box 8 Running Springs, 92382	Two miles east of Running Springs Phone: (714) 867-2434 1-800-243-5250	6,800-7,800		X	X	3			6	1		X	X	X	X						X	X	X	X	X
WRIGHTWOOD																								
MOUNTAIN HIGH P. O. Box 82 Wrightwood, 92397	Three miles west of Wrightwood	6,800-8,000		X	X			1	1			X	X	X	X						X			X	X
HOLIDAY HILL P. O. Box 327 Wrightwood, 92397	West of Wrightwood Phone: (714) 249-3256	6,400-8,200		X	X	3	1		3			X	X	X	X		X	X			X	X		X	X
SKI SUNRISE P. O. Box 645 Wrightwood, 92397	Five miles west of Wrightwood Phone: (714) 249-6150	6,650-7,500		X	X	3						X	X	X	X						X	X		X	X

Second District Supervisor Daniel D. Mikesell (center) officially opened a new link of Interstate 15 at recent ceremonies which were held at the site. Assisting Mr. Mikesell are Jack E. Peddy, District Director for Caltrans, and Roy Hays, vice president of the Matich Corporation.

Supervisor Mikesell Officiates at I-15 Opening

A major section of Interstate 15, in the northwest San Bernardino Valley area is now open to traffic, after recent opening ceremonies conducted by Second District Supervisor Daniel D. Mikesell. The $7.2 million eight-lane freeway project extends I-15 southerly 1.2 miles from the already open six-lane freeway, near the community of Devore, to Sierra Avenue.

Mikesell is currently starting an unprecedented fourth term as Chairman of the transportation steering committee of the National Associaion of Counties (NACo). He is also transportation committee coordinator for the County Supervisors Association of California.

The current I-15 project includes approximately one mile of roadway and a 2000-foot bridge over Lytle Creek Wash.

Caltrans Resident Engineer, John Wheeler, stated that with the opening of this new portion of freeway approximately 6.5 miles of I-15 in the Valley will be open to traffic. The final 7.5 miles, which is presently under construction, from Foothill Boulevard (Route 66) near Cucamonga to Sierra Avenue to the north is expected to be completed sometime in late 1976.

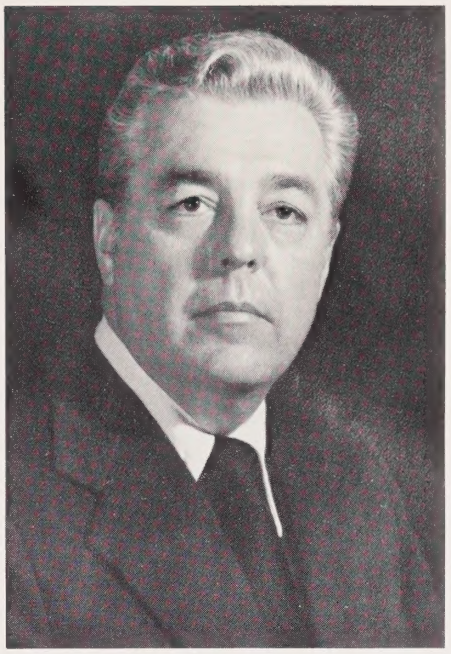
Kerr-McGee Corporation Spurs Trona Airport Improvements

Spin-off benefits from Kerr-McGee's $180 million expansion continue as increased air traffic requires striking improvements at Trona Airport. Director Bob Goodman of the San Bernardino County's Airports Department describes the recent activity:

"The most important improvement is that Golden West Airlines is now offering twice-a-day scheduled passenger and freight service between Trona, Los Angeles, and other cities. We should note that the first paying passenger on this new service was D. A. McGee, board chairman and chief executive officer of the Kerr-McGee Corporation of Oklahoma City."

The expanding chemical company has leased facilities at the airport from the County, built a new passenger terminal and installed weather instrumentation. Other improvements include new runway paving with sealcoats and ramp and taxiway grading.

Volunteer workers from Long Beach and Orange County, members of the women's "99ers," participated in a recent "fly in," bringing brooms and paint rollers. Under the direction of County Airport personnel, they painted the 45 foot numbers at the ends of the airstrip. The special paint is provided by the FAA and the "99ers" provide the labor for small airports throughout the southwest.



WILLIAM G. SMITH

William G. Smith Elected Chairman of Economic Development Commission

The County's Economic Development Commission at its December meeting elected William G. Smith, senior partner with Austin, Smith, Gorman and Associates to serve as chairman for 1976. Smith represents the County's Fifth District and is appointed by Supervisor Nancy E. Smith.

Smith was elected by his fellow commissioners, James H. Gilliam of Barstow, John Jopes of Upland, Lou D. Gendron of Yucaipa, and Larry Moniak of Fontana.

Smith joined his real estate firm in 1959 when there was one office and eight employees. The organization now has eight offices in three counties and 110 employees. The new offices are scheduled to open in 1976.

A 47 year resident of San Bernardino, Smith received his schooling both locally and at U. C. Berkeley. He is on the Board of Directors of the Lions and Kiwanis Clubs, has served on the boards of the Red Cross and the Board of Realtors.

Smith's real estate firm is projecting a $36 million gross volume sales for 1975 when final figures are in. A development that characterizes the company's style is the Northwood Estates project at Sierra Way and 46th in San Bernardino.

As chairman of the Economic Development Commission, Smith will preside over the regular meetings with staff members when commissioners review current development activity and serve as consultants for their respective County districts.

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Dennis L. Hansberger, Chm.....Third District
Robert O. Townsend.....Fourth District
Nancy E. Smith.....Fifth District

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John Jopes.....Second District
Lou Gendron.....Third District
Larry Moniak.....Fourth District
William G. Smith.....Fifth District

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Ray Glider.....Director
G. A. Romandy.....Industrial Coordinator
Alfred F. Coony....Publicity and Promotions Coordinator and News Letter Editor

Local Planners to Benefit From New Air Force Study

Norton Air Force Base in San Bernardino and George Air Force Base near Victorville are currently involved in a special study of the social and economic relationships between the bases and the surrounding communities. Data collected in the study being made by the contractor, Stanford Research Institute, will be used by Air Force environmental planners, but the material will also be made available to local planning agencies.

The impact of both bases has long been a major factor in the economy of San Bernardino County. But an in-depth study of the precise character of this impact will now be made for the first time. The results will be of value to planning leaders and representatives of industry, both present and future.

A spokesman for Norton AFB explained that traditional Air Force planning concepts focused primarily on the physical layout and development of on-base facilities and services.

The new comprehensive plan, in addition to the traditional focus on internal master planning, incorporates a greatly expanded analysis of broader relationships. These include the base's interaction in local social characteristics, and natural and man-made environmental relations.

Particular emphasis will be placed on the impact of recent legislation, such as the Clean Air Act, the Intergovernmental Cooperation Act, the National Environmental Policy Act, the Noise Control Act, other public laws, and Air Force policies.

The Air Force is conducting these studies to provide environmental impact of proposed changes in the base's physical structure, population or basic mission. This includes increases or decreases and resulting realignments, reductions or closures.

Groundbreaking ceremonies for Dig Mor Equipment and Engineering Company were held in December at Colton and Opal Avenues near Mentone. Participating in the event were (from left) Bob Dwight, Sales Manager for the builders; John Lang, representing County Board Chairman Dennis Hansberger; Larry Miller, President of Dig-Mor; Vice President Donald Crook; Martin Jaska, general contractor for the 3,500 square foot building.

East Valley Manufacturing Firm Expands

Dig-Mor Engineering and Equipment Company of Redlands broke ground in December for a new 35,000 square foot manufacturing building at the corner of Colton and Opal Avenues near Mentone. The firm manufactures backhoes and other accessory equipment for tractors used in excavation. A recent addition is the manufacture of a 5/8 yard hydrostatic drive articulated loader, one of the first of its kind to be marketed.

Larry Miller, Dig-Mor president, explained that the loader bends in the middle, and is driven by hydraulic pumps and motors at each wheel.

The builder of the new plant is Martin J. Jaska, Inc. of Pomona. President Jaska states that the building will be of standard tilt-up construction, with dock high service and two five ton bridge cranes. The nine acre side is adjacent to Southern Pacific rail.

The Jaska firm is currently constructing new post office buildings in Riverside and Ontario; but according to sales manager Bob Dwight, their most exciting recent project was the 465 foot high tower at Magic Mountain. This latter project was a $6 million contract.

A1210

SAN BERNARDINO COUNTY
ECONOMIC DEVELOPMENT DEPARTMENT

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NEWS LETTER

Published quarterly by the San Bernardino County Economic Development Department to chronicle events and activities relating to the purposeful economic development of San Bernardino County and its Communities.

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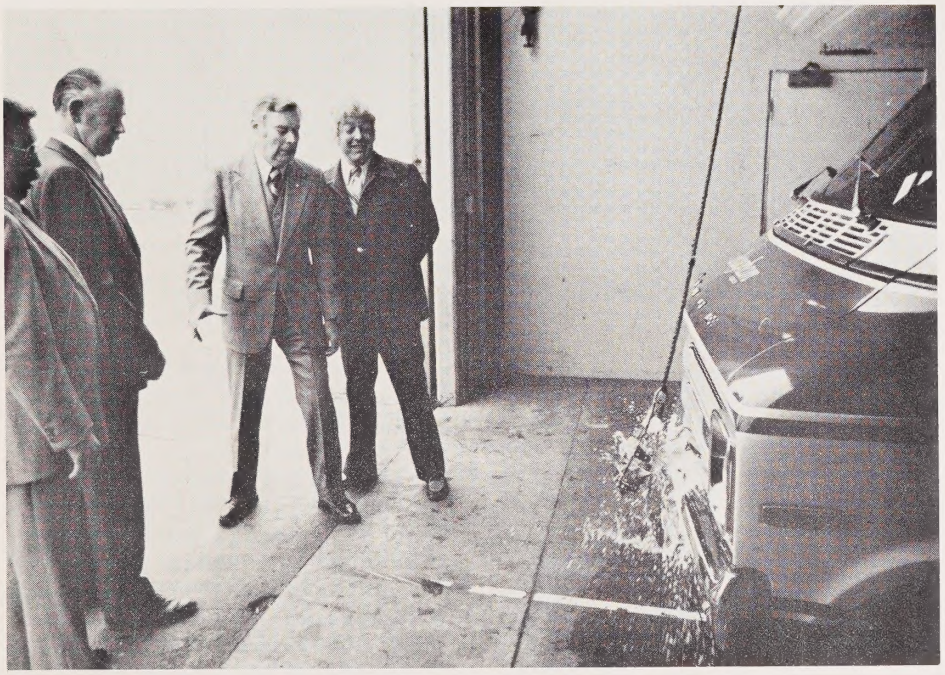

Brougham Industries' first unit to be delivered from its new Chino plant is christened with a splash of champagne, thanks to County Supervisor Robert O. Townsend and Chino Mayor R. B. McCleod (center). Looking apprehensive (left) is vice president and general manager Greg Moreno, with John Wilson, director of sales, on the right.

BROUGHAM INDUSTRIES OPENS PLANT IN CHINO

Brougham Industries of California, Inc., a manufacturer of mini-motor homes, opened its plant in Chino in January and delivered its first unit during official welcoming ceremonies on Thursday, February 19th. The firm's 43,000 square foot building is on ten acres at 14320 Ramona Avenue.

In remarks concerning the new firm, Fourth District Supervisor Robert O. Townsend said, "There will be over 100 jobs here as business develops, and these are local people that are being hired. This further benefits the entire West End of San Bernardino County."

Other dignitaries attending the ceremony included Chino Mayor R. B. McCleod, City Manager H. R. Fast, and various County, City, and Chamber of Commerce officials.

Company vice president and general manager Greg Moreno explained the special qualities of the Brougham product. "Their motor homes range from 20 to 25 feet, with 10 different floor plans and

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STRAIT DOOR MOVES TO CHINO

Strait Door and Plywood Corporation has taken occupancy of a 75,000 square foot manufacturing building at 13951 Monte Vista Avenue in Chino. Production at the site will develop over the next few months as the firm phases out its smaller facilities in El Monte.

Charles E. "Chuck" Strait, executive vice president and general manager, states that, "We manufacture slab doors for the building trades, with a line of both solid and hollow core construction.

"We also provide fire doors for commercial or industrial uses, one rated at 20 minutes and a fire door with a one hour rating."

A unique feature of the Strait door is a construction that involves no metal fasteners. This factor is considered by contractors whose carpenters must re-saw some doors for special installations.

Raw materials in lumber come from Northern California, but specialty items require purchasing from Brazil, Japan, and Taiwan. The company's market area is currently the southwestern states.

Strait produced 300 doors a day in 1956, but eight years later manufactured 100,000 doors in one month. At full production the firm has 90 employees.

The date for a grand opening ceremony and open house will be announced later this year.

Business Outlook Conference Features Key Speakers

The 25th annual San Bernardino-Riverside Counties' Business Outlook Conference, held April 8th at the San Bernardino Convention Center, was attended by 264 business leaders from throughout the Southland. Supervisor Daniel D. Mikesell emceed the luncheon and introduced Harvey Proctor, Chairman of the Board and Directors, Southern California Gas Company, and Executive Vice President and Director of Pacific Lighting Corporation.

The morning sessions were conducted by William Brotherton, Managing Director of the Southern California Visitors Council; John Kyser, Vice President and Regional Economist, United California Bank; Morgan Locke, General Manager for the Kerr-McGee Chemical Corporation's Searle's Valley Operation at Trona.

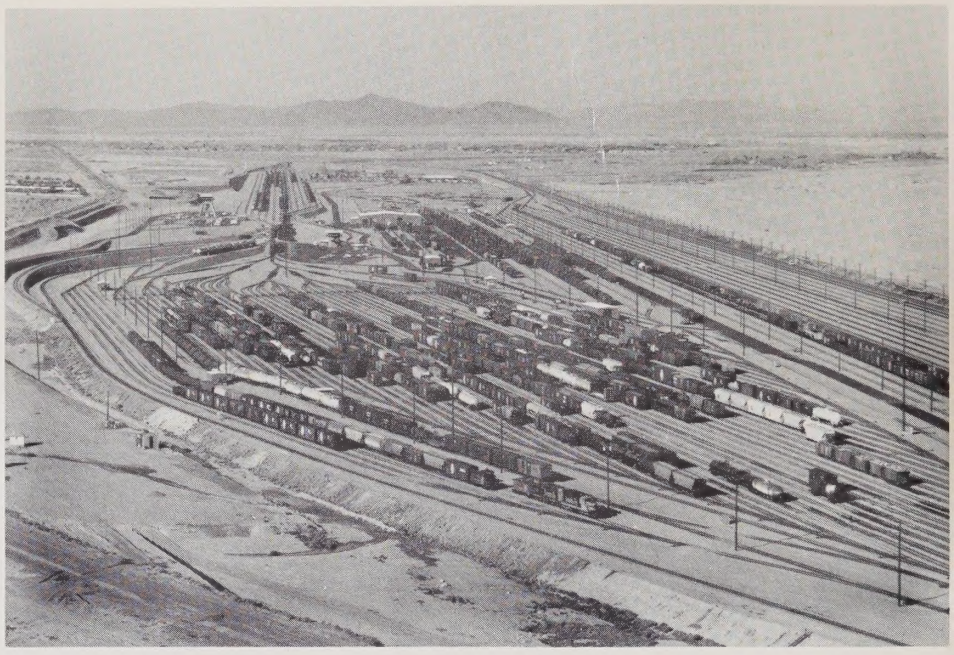
A SPECIAL REPORT

NEWS LETTER SALUTES THE RAILROAD INDUSTRY

San Bernardino County has long been a thriving rail centre with three transcontinental lines serving the area. The County's strategic location — next door to the nation's second largest market — makes rail transportation a vital part of everyday life.

Santa Fe's new $50 million Classification Yard at Barstow is the most recent in a series of developments that demonstrate the vitality of the rail industry and its importance locally.

In this issue News Letter salutes the three major transportation companies and their contributions to the economic development of the Inland Empire.



Aerial view of Santa Fe's new 48 track classification yard at Barstow looking west. Also visible are the receiving and departure yards. At the top of the picture the main line to San Bernardino and points south is to the left, while the northern line exits to the right.

Santa Fe's Classification Yard Now Functional At Barstow

At Barstow, construction has progressed at a rapid pace on one of the most highly sophisticated, electronically operated railroad classification yards in the world. Groundbreaking for the project was in late January, 1974, and the yard entered a full testing period February 2, 1976.

According to Santa Fe officials, research was conducted for a number of years to determine the best point to establish a yard of this magnitude to serve the railway's western operations. Barstow was selected because of its potential as a transportation center and also its strategic location as a junction point for Santa Fe transcontinental freight trains moving to and from Chicago, Los Angeles and northern California. The 12,500 mile long railway with headquarters in Chicago, Illinois, is spending $50 million to complete the facility which will enable it to continue as one of the leading U. S. railroads in the movement of freight traffic.

Situated just west of the company's present yards, between the south bank of the Mojave River and the existing main line reaching from Barstow to Los Angeles, the 4-mile long, 600-acre facility is fully automated and computerized and has a maximum handling capacity of 2,700 cars daily. The complete complex embraces a 48-track classification yard, featuring an innovative four-track re-hump yard with a reverse mini-hump, designed by Santa Fe engineers to give Barstow the flexibility to routinely block for as many as 75 stations. Other features include a ten-track receiving yard, five-track local yard, nine-track departure yard and 36 tracks for diesel engine servicing, car repair and other services. A total of 113 miles of new trackage was installed throughout the facility.

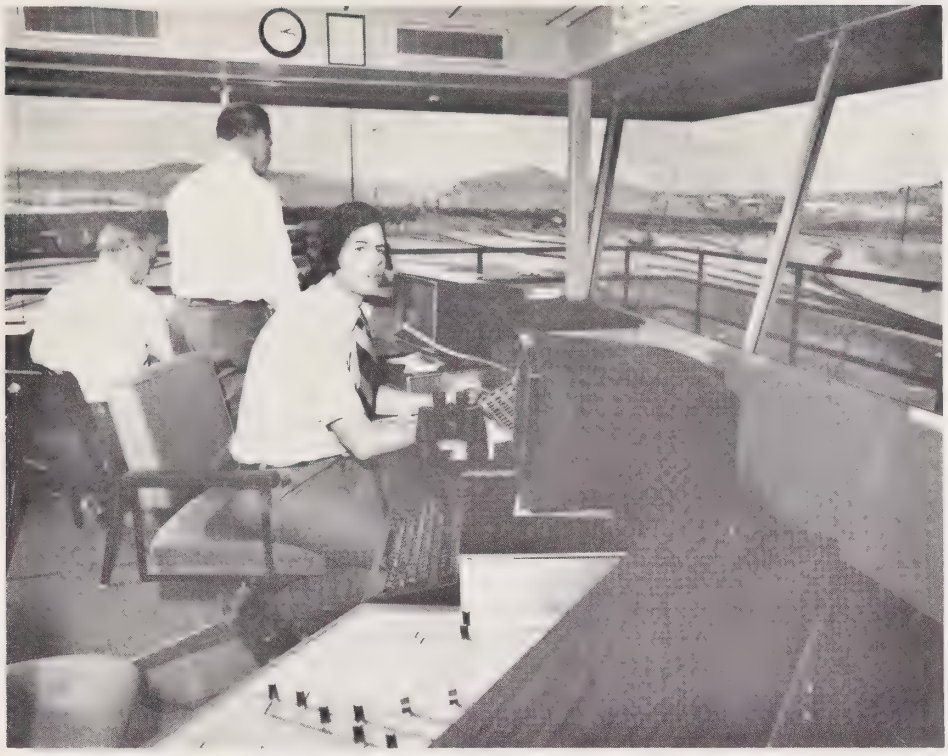
About 60 percent of the construction work was handled by Santa Fe's own forces, including equipment procurement, track construction, retarder installation, communication lines, electrical distribution and yard lighting, signal work and construction of some buildings. The remaining 40 percent, including grading, rock excavation, rock crushing, construction of bridges and most buildings, water and gas lines, and storm and sanitary sewers, was handled by general contracting firms.

Santa Fe's transcontinental main line from Chicago branches at Barstow, with one leg extending to the San Joaquin Valley and San Francisco Bay area, and the other to San Bernardino and other Southern California points. The new yards sort out both eastbound and westbound freight cars, assembling them into blocks destined to various stations along the line. It will produce substantial reductions in terminal delay, improve utilization of freight cars and locomotives, and improve switching operations at various points, including Los Angeles, San Bernardino, Richmond, San Diego and other West Coast cities.

Except for piggyback, container, and other run-through trains, all eastbound traffic is classified at the facility. Eastbound traffic is blocked for over 30 principal stations extending as far east as East Texas and Kansas City. Westbound traffic is blocked for more than 40 principal Coast Line points, extending all the way to San Francisco Bay area and San Diego. In addition, local traffic is blocked in station order for points short of San Bernardino.

The huge facility was laid out with an in-line receiving and classification yard arrangements, with a pull-back departure yard adjacent to the classification yard. The ten-track receiving yard, located at the west end of the project, has a maximum capacity of 1400 fifty-foot cars. Entrance tracks from the west and north underpass the main line. The entrance track from the east is laid out so traffic can reach either the south side of the receiving yard or, by underpassing the hump track, the north side, allowing arriving traffic to enter the yard without interrupting the humping operations. The nine-track 1300-car departure yard has direct access to main line tracks in both directions. The five-track local yard is

RAIL TRANSPORTATION IN SAN BERNARDINO COUNTY



The humpmaster's tower at the new Barstow yard. The hump process control computer which was manufactured by Data General Corporation automatically identifies each car, directs it to the correct track, controls coupling speed, and maintains an inventory of related information. This computer is tied into the overall Santa Fe information system.

located on the south side of the classification yard adjacent to the re-hump yard.

The humping operation is performed from west to east into the 48-track classification yard at a sustained rate of five cars per minute over a single hump track. Cars pass through a weigh-in-motion scale just below the hump crest, and a single master retarder and one of six group retarders which controls car separation. The hump grade of 6 percent through the master retarder provides a hump speed of about eleven mph leaving the group retarders. Tangent point retarders on each classification track controls speed into the bowl, with a designed coupling speed of four to five mph.

Humping operations are under the control of a hump process control computer manufactured by Data General Corp. The computer identifies cars against a consist file, automatically routes them to the proper classification track, controls coupling speeds, and maintains an inventory of the number, weight, and length of cars in each track. Santa Fe is doing the programming for the system and designed the interface control system equipment which links the mini-computer with switch and retarder controls, and ties the system into the railway's overall information system.

The hump control computer is linked with Santa Fe's Topeka, Kansas based system-wide information system through an IBM 370 computer stationed in the Barstow terminal office building. The IBM 370 receives inbound advance consists, and automatic car identification scanners on all three inbound routes verifies the advance consist file as the trains arrive. When the trains are ready for humping, the yard computer transfers train data to the hump control computer. Following humping, inventory data is transferred back to the yard computer as a classification track is switched.

The project includes locomotive and caboose servicing facilities, as well as three spot repair tracks and four heavy repair trucks for handling frieght cars. A four-track diesel servicing facility handles running repairs and inspections along with servicing and washing of locomotives.

Largest of the projects' eleven bridges and underpasses built was the bridge crossing the Mojave River on the north main line to the San Francisco Bay area. The 1,040-foot long structure of prestressed concrete members was designed by the Santa Fe bridge department in

(Continued on Page 7)

Industrial Sites Promoted By Santa Fe

Santa Fe Railway has been fostering the economic development along its lines in San Bernardino County for many years supported by its ownership of considerable industrial property, and by its cooperation with many private land owners in the area where it is possible to offer rail served sites.

Mr. Robert W. Hauptli, Manager of Real Estate and Industrial Development, has stated that San Bernardino County is on the threshold of an extensive development of its land resources due to its strategic transportation network, geographical position and availability of industrial land. The only large parcels of industrial properties that are served by rail, freeway, and all utilities, are in San Bernardino County.

Santa Fe has substantial holdings in the Cucamonga-Etiwanda, Fontana-Rialto areas and Redlands, which are planned to be developed into industrial parks in the future. Santa Fe's rail lines between Barstow and San Bernardino bisect the high desert in which there are many attractive privately owned industrial properties. In addition, in the cities of San Bernardino and Redlands there are excellent privately owned sites with rail and freeway access and utilities available or near by.

Who's in Charge At Barstow

Supervisory appointments have been announced to fill positions at Santa Fe Railway's new $50 million classification yard at Barstow, California, according to H. D. Fish, general manager at Los Angeles for the company. The appointments were effective January 1.

G. H. Dotson, terminal superintendent, Los Angeles Division, Barstow, will be responsible for operation of the new facility, assisted closely by C. F. Lilley and P. J. DeWolf, trainmasters, and Assistant Trainmasters D. J. McDougal, N. C. Orfall, M. J. Wood and L. D. Burt. Responsible for the facility's mechanical operations will be W. M. White, superintendent of shops, and L. E. Dale, district supervisor, car department. J. E. Gill will move to the new facility as agent along with H. A. Burris, assistant division engineer, and R. W. Jones, assistant signal supervisor. L. J. Nettles, assistant communications engineer, and G. V. Sanders, foreman, will be in charge of the communications for the yard.

Southern Pacific Pushes Industrial Development

Southern Pacific Industrial Development Company, an affiliate of Southern Pacific Land Company, is a major developer of industrial land in San Bernardino County. The industrial development arm of SP, under the direction of District Manager Jack Reeves, works closely with local communities in setting up attractive industrial parks. Its primary goal is to provide ready industrial sites for companies that require carload rail transportation. In addition, SPID Co. has some acreage of non-rail-served property available to industrial clients.

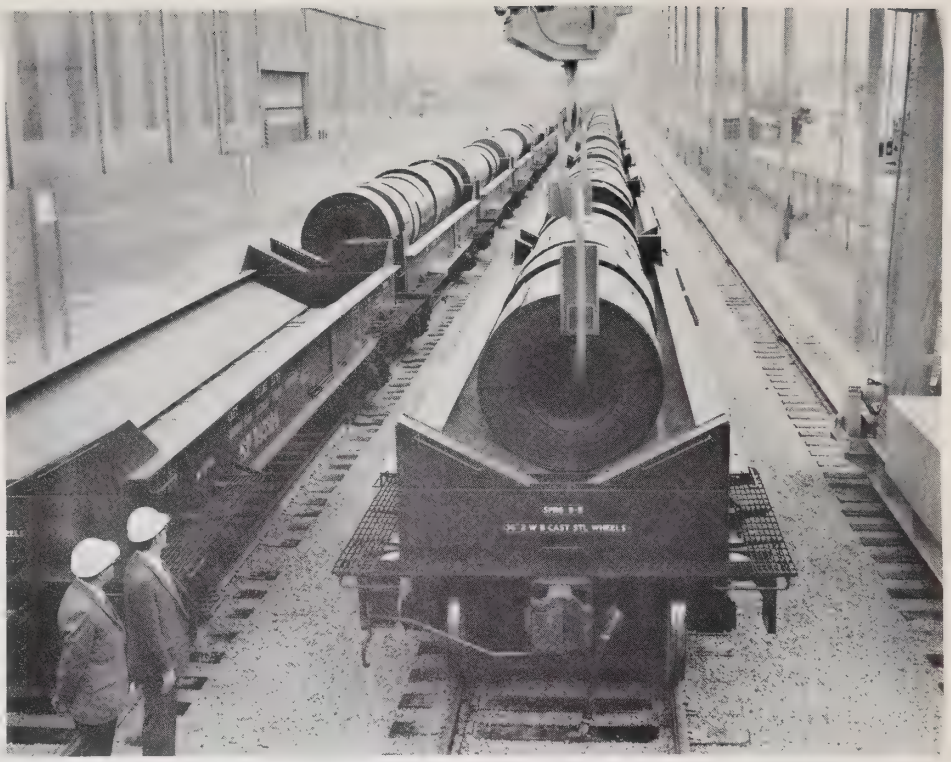
The "ready site" concept of industrial land development provides the potential industrial client with fully improved property available for immediate occupancy. With off-site improvements such as streets and utilities already completed, the industrial client saves valuable time in his location and production schedule.

Southern Pacific Industrial Parks in Chino and Kaiser (Fontana area) are examples of this concept in the San Bernardino County area. Other industrial properties at Kaiser, Fontana and Colton are in various stages of planning and will be made available as the need arises. SPID Co. now has a total of about 900 acres of industrial property in its inventory of ready or planning stage sites in San Bernardino County.

In addition to marketing its own property, SPID Co. assists other private property owners to insure development compatible with rail-served parcels. Private property projects now under way include developments in the Chino Industrial Park, Ontario Industrial District, Vina Vista Venture and Villelli Realty's Cooley Ranch Development at Colton. Working with, rather than competing with, other developers has been a practice of Southern Pacific for many years. As an example, Southern Pacific along with the San Bernardino County Economic Development Department is presently submitting all available industrial sites in the county to two large manufacturing companies seeking acreage for a future plant site.

This type of cooperation along with the assistance of several cities in the county has resulted in the location of such prominent national companies as Freightliner, Trus-Joist Corp., Kelsey Hayes, Bandag, Chicago Bridge & Iron and Ralston-Purina.

Looking to the future, Southern Pacific believes there will be a continuing demand for well-planned industrial development in San Bernardino County and, therefore, it is prepared to work closely with all communities to achieve economic progress in the years ahead.



Southern Pacific's rolling stock includes specially built saddle cars designed to transport these coils of steel being loaded at Kaiser's Fontana facility. This unit train will have 50 cars, each loaded with 7 to 9 coils weighing up to 15 tons each.

SOUTHERN PACIFIC'S CLASSIFICATION YARD FUNCTIONING SMOOTHLY

More than three years' experience has made Southern Pacific's classification yard one of the most efficient in the nation, according to District Traffic Representative Herbert Hall. A brief description of this facility follows:

The West Colton Yard covers 560 acres, is 5.7 miles long, 1,800 ft. wide, has 99 tracks totaling 96 miles and has capacity for 7,100 freight cars. Overall yard operation includes the six major functions that follow:

The Receiving Yard allows easy entry from the north, east, and west; contains nine 10,000 ft. tracks and has room for additional trackage. At full capacity it can hold up to 1,800 cars.

The Crest Control Tower and Administration Building is the nerve center for all major yard functions. Here highly trained personnel, working with sophisticated computers and advanced electronic equipment, maintain a constant vigil over trains entering and departing.

The Cresting and Switching Area: Here cars are weighed-in-motion, crested and switched to classification bowl tracks for swift makeup into departing trains.

The Car Service Area has a capacity for 500 cars and consists of support classification tracks reserved for storing and switching cars due for upgrading.

The Diesel Service Area has a standing capacity for a total of 98 locomotives and includes: a locomotive washing facility; inspection pits; sanding towers and fuel bunkers; a laboratory with an emission spectrometer that provides a wear diagnosis of diesel engine parts.

The 4,800-car-capacity Classification and Departure Yard is designed in a unique "Key Configuration" that is a combined classification/departure yard. The yard consists of two twenty-four track "keys." All trains leaving the departure yard have immediate access to eastbound or northbound mainlines. Westbound mainlines: Westbound traffic can depart over a loop track or a westbound exit located in the northwest corner of the yard.

A healthy rail industry brings spin-offs, like the train that always brings the caboose.

(See following page)

GRIFFIN WHEEL HELPS TRAINS TO KEEP ROLLING

Griffin Wheel Company of Colton is typical of the thriving businesses that are literally spin-offs of the area's rail industry, an indicator of just how much railroading contributes economically in San Bernardino County.

"We have 163 employees," says Superintendent Robert E. Ford, "and our output is running about 585 wheels per day."

Griffin is the major supplier of steel rail car wheels for all the western railroads, and the only manufacturer of these wheels in the West.

The company uses a unique pressure system that forces the metal through a ceramic tube into a graphite mold. A downward air pressure of 30 pounds to the inch makes the steel — 2,900 degrees hot — enter the tube from below, filling the mold. Special lights, chemicals, and vibrations are used to detect the tiniest imperfections in a Griffin wheel. If it is rejected, it is rolled back to the furnaces to be melted and molded again.

Railroad companies trade their old iron in part payment for these new steel wheels, which are shipped to the railroads to be mounted on axles. Some are used to replace worn or damaged wheels, but the manufacturers of new cars receive the largest shipments.

Brougham Industries . . .

(Continued from Page 1)

choices of four interior colors. Sleeping area is for four to eight people. These units are available on chassis from Dodge, Ford, or Chevrolet.

Moreno and his top management team bring over 100 years of experience in the industry to Brougham.

John Wilson, director of sales, pointed out that a dealer network is already being set up. "We are negotiating with dealers throughout the western states and western Canada. Our first unit delivered from Chino will go to San Diego County — Homer Heller Ford of Escondido."

Supervisor Townsend added, "This new manufacturing firm is purchasing its raw materials locally. This further stimulates our area-wide economy. And I am truly amazed that these people could open their doors with a "help wanted" sign on January 2nd, and actually be producing today."

The Supervisor, together with Mayor McCleod and John Wilson jointly christened the first unit delivered with a bottle of champagne.

Brougham's production target for the first year is 1,000 units.

County Supervisor Daniel D. Mikesell presents a token of gratitude to Harvey Proctor of the Southern California Gas Company and Pacific Lighting Corporation at the recent annual Bi-County Business Outlook Conference. Proctor stressed the reasons for the West's urgent need to develop alternate sources for natural gas by 1981. Assisting at the ceremony are Ray Glider of the County's Economic Development Department (left), and William G. Smith, president of the Economic Development Commission.

General American Transportation Corp. Completes Plant Expansion

A $600,000 expansion project at their 43-acre site west of Colton has been completed, according to plant Superintendent Charles J. Rock. The firm repairs tank cars and other rolling stock, and is one of General's seven repair yards across the nation.

"We have our own fleet of 67,000 cars of which all but 10,000 are tank cars," Rock said. "Our repair shops completely rebuild the cars and restore them to perfect condition. This means everything, including new pipes, new fittings and valves."

Rock stressed that, "We purchase materials locally, and of course replace worn wheels with new ones from Griffin Wheel of Colton."

Over 1,600 different commodities are shipped in General's cars, many of them especially designed for a given product. "We supply and maintain much of the rolling stock used by our local cement producers," Rock said. "Another major item that is somewhat unique is our fleet of 1,200 tank cars that have a baked phenolic lining. These are used by the California wine industry."

The recent expansion project has brought the number of employees to fifty. The increased number of tracks — now a full seven miles — permits the yard to accept repair jobs from other companies.

General's cars are manufactured at their facility in Sharon, Pennsylvania.

Safetran Systems of Cucamonga Keep Our Railroads Safe

One hundred and forty employees at Safetran Systems Corporation's Cucamonga Division are a chief reason why American railroads are the safest in the world. Safetran is the major U. S. supplier of grade crossing predictors, and also manufactures train actuated wayside signal systems, the familiar red and green lights that are the language so necessary to train engineers.

Joseph D. Aldern, vice president and general manager of the Cucamonga plant, explains that, "We build our own electronic circuits, and the components used are of military grade, the highest quality available on the market.

"Our crossing signal system is actually a constant time warning device. It not only monitors the presence of a train, but also records its speed so that the warning signal is actuated at a pre-set time which remains constant regardless of the speed of the train."

Aldern states that the firm's warning devices are extremely reliable. "When you hear of an accident at a grade crossing, its cause will normally be human error, just as in other vehicle accidents.

The firm also furnishes Amtrak with carborne communication equipment, which is a combination of several systems, including train operation communication as well as passenger comfort sound systems.

Safetran has expanded its Cucamonga facility to 45,000 sq. ft., and business continues to be brisk.

UNION PACIFIC

Serving San Bernardino County Since 1904

On July 4th, 1904, the first Union Pacific train chugged easily down Cajon Pass and entered San Bernardino.

The passing years have seen railroad echoes in Cajon Pass and down the Mojave River Valley change from the wails and poundings of steam engines and the rattle of wooden cars to the rumble of mile-long trains of sturdy cars hauled by the most modern and powerful of diesel locomotives.

The clicking telegraph down at the depots is long gone — dispatchers' orders are relayed to train crews by radio.

While gandy dancers still patrol the line and make minor adjustments and repairs to the track, sophisticated machinery has taken over most of the pick-and-shovel work on big jobs.

The 40-foot boxcar, gondola car and flatcar once handled most of the freight — now train watchers see boxcars more than twice that length, high-capacity covered hoppers, triple level flats stacked with new automobiles, stretched-out flatcars carrying piggybacked highway trailers and containers with import-export goods.

These are but a few of the continual changes to be seen along the 100 miles of track which UP shares with Santa Fe from Riverside to Daggett and a further 130 miles of its own line within the county — its route via Salt Lake City to the Pacific Northwest and to eastern points.

Among commodities moving to San Bernardino in which Union Pacific participates in the haul are beverages and household appliances. However, the greatest tonnage and most carloads, by far, is of coal moved in unit trains to Kaiser Steel in Fontana. On four-day turnaround cycles, Denver & Rio Grande, Union Pacific and Santa Fe cooperate to handle two of these run-through coal trains between Utah and Colorado mines and the Fontana plant.

At Colton, UP switching crews interchange cars with Southern Pacific and from this junction, the road operates two round trip local freight trains to Mira Loma.

Union Pacific's principal operating point in the Mojave is Yermo. This is the meeting point of the road's first and second subdivisions of the 330-mile California division. Here is the change point for crews of up to a dozen main line freight trains.

Super Van, Union Pacific's hotshot all piggyback train, weaves down Cajon Pass with trailers and intermodal containers moved out of Chicago for third morning delivery at Los Angeles. On this section of track, from San Bernardino to Daggett, U. P. uses Santa Fe's main line.

Yermo also is the home terminal for the crew of a local train which serves the territory between Dunn and Barstow, interchanging freight cars with Santa Fe at the latter station.

Besides its other customers, the road serves the cement plants at Victorville and Oro Grande and numerous desert industries — contributing principally to mineral traffic.

One such mineral is rare earth moved from the UP siding at Nipton to eastern destinations pneumatically loaded in bulk into covered hopper cars or in sacks, barrels or slings into boxcars.

Union Pacific also operates to the Marine Corps supply center at West Yermo and handles movements of National Guard equipment for Ft. Irwin from Mannix.

Today, Union Pacific Railroad is considered one of the most efficiently managed and practically operated railroads in the world.

Although UP's San Bernardino County route includes some of its most sparsely populated territory, the stretch from the city across the Mojave is an important link in the 9500-mile rail system.

Union Pacific moves a diversified array of farm products, minerals and manufactured goods into and out of the fast-growing West. Its well-maintained track connects key Missouri River gateways with inland consuming and producing areas in 11 western states and major West Coast ports.

Over the past decade, the road has spent more than $1.5 billion for equipment and plant to insure highly competitive, dependable operations now and in the future.

The company got something for its money: one of the youngest car and locomotive fleets in the nation, high speed repair and servicing facilities, intermodal trailer and container terminals, microwave communications and electronic data processing systems and track and signaling systems — all among the most up-to-date in the industry.

UP management feels that it is only by such continual upgrading that rail operations can combat the cost/price squeeze caused by today's inflationary economy so that customers' freight can be moved for an average of less than two cents a ton-mile.

The railroad is a subsidiary of Union Pacific Corporation, a transportation-based enterprise which also includes natural resources and land development.

Another UP subsidiary operating in the area is Calnev Pipe Line. This petroleum products pipe line, first laid as an 8-inch carrier from Colton to Las Vegas in 1961, was enlarged to a 14-inch line with a 60,000 barrels a day capacity in 1973.

At Calnev's originating station and tank farm at Colton, products received from connecting pipe lines are stored for transmission. At Victorville, the line serves George Air Force Base; at Barstow, Santa Fe Railway; at Daggett, four major oil companies; and, at Coolwater near Yermo, the electric generating plant.

Shuttling between Intermountain coal mines and the steel mill at Fontana are unit coal trains operated on run-through, 4-day cycles by Union Pacific. The complete delivery involves two other rail companies, one at each end of the main haul.

Auto and Truck Transportation – A New Report

Over $800 million is spent each year on automobile and truck transportation in Riverside and San Bernardino counties according to a report being prepared by the California Department of Transportation.

Of the two counties, San Bernardino County spends the most money for transportation, $445 million a year. Over $230 million goes to buying fuel and supplies. Auto sales account for $184 million, while $40 million is spent on "miscellaneous transportation."

Miscellaneous transportation includes mobile home, boat, recreational vehicle and aircraft sales.

That amounts to approximately $665 per person in the two-county area. For a family of four that's almost $2,700 per year average, making transportation expenditures the single largest area of taxable sales.

The Caltrans report states that the $800 million figure is based only on taxable sales related to transportation. It does not include the cost of building and maintenance on streets and highways, labor related to automobile repairs, or automobile and truck insurance.

There is approximately one car for every two people in the area, or considering only people of driving age, there are 1.18 people per car.

Union Pacific Active In Land Development

A subsidiary of the Union Pacific Corporation, Upland Industries, is actively promoting land and industrial development in San Bernardino County, according to its Director, D. E. Clark. While many industrial sites are UP served throughout the County, Upland has several of its own parcels available.

Over fourteen hundred acres are available along southern Etiwanda Avenue, with some portions in the City of Fontana, some in Ontario, while part of the acreage is in an unincorporated area.

R. L. Burns Corp. Opens In San Bernardino

R. L. Burns Corporation, a domestic oil and gas exploration and production company, now has headquarters located at 334 West Third Street in San Bernardino.

The company at present is employing 10 drilling and 8 completion rigs and expects to utilize the drilling budget of approximately $25 million for fiscal 1976, according to Richard L. Burns, chairman of the board and chief executive officer and C. Hayden Atchison, president.

Total assets of the company are currently $50 million. Assets have increased fivefold in two years. A growth of 30 percent is expected for the current fiscal year.

Santa Fe Barstow . . .

(Continued from Page 3)

Chicago. Members were cast at Albuquerque, New Mexico and moved by rail flatcar to the bridge site. Each of the 52 beams weighs 54 tons. The bridge comprises thirteen 80-foot spans, is fire resistant and requires minimum maintenance. Each pier foundation is supported by a cluster of 11 steel piles driven 40 feet into the stream bed. Normally, the Mojave River at Barstow may be crossed dry-shod but there are exceptions during heavy rain seasons, and in anticipation of such an occasion the bridge was designed to withstand surging flood waters and yet provide safe crossing for heavy freight trains entering and leaving the yard. It has a minimum number of piers to permit the free flow of flood-borne debris.

One of thirty buildings built is the new terminal office building. The 24,000 square foot structure houses the Barstow terminal offices, train crew facilities, communications, a computer room, and other necessary terminal functions.

The yard contains three towers from which to view the overall operation. The bowlmasters tower, the humpmasters tower and the supervisor's tower which stands in the central area of the yard and rises up into the sky 62 feet 10 inches.

"Experience" Describes Area's Four New Chamber Managers

Recent months have seen the County's four vacant Chamber Manager positions filled with men of considerable experience. A brief alphabetical introduction:

DAVID BOLICK at Chino was Assistant to Bill Green in San Bernardino for two years. While there he served in many capacities, but his parting shot was a successful running of the first annual Marathon Race. Then he ran to Chino.

MARK FARRELL moves to the Victorville Chamber from a successful career with Radio KAVR where he hosted talk shows and phone-in formats. He is well known, and a natural for his present position.

DYER HUSTON of Fontana also comes from a radio background, having served as producer of the Lohman and Barkley Show on KFI for several years. He already has his old friends mentioning Fontana Days.

Colton's **FRANK REBOLLO** is also a "natural" for the post, having gained valuable experience promoting Colton Industrial Park for Portland Cement. Now Frank is still promoting, but the territory has grown.

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William G. Smith.....Fifth District

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G. A. Romandy.....Industrial Coordinator
Alfred F. Coony....Publicity and Promotions Coordinator and News Letter Editor

Supervisor's High Tower at the Santa Fe's computerized car classification yard at Barstow, California.

Western New Car Buyers Are Still Buying Small

New car buyers in the nine Western states prefer small cars, according to a recent study conducted by Sunset Magazine. In the last quarter of 1975 (the first quarter of the 1976 domestic model year), nearly seven of ten new cars (68%) driven out of showrooms in the West were compacts, sub-compacts, luxury compacts or imports. In the rest of the U. S., less than half of the new cars delivered (45%) were in this category. This is just a small change from the 1975 model year (October 1974 through September 1975) when small cars took 70% of the new car sales in the West and 49% in the rest of the U. S.

This preference for smaller cars shows up in a comparison of the ten sales leaders in the U. S. and the nine Western states. The standard-sized Chevrolet is the national volume leader but does not appear in the Western top ten. By the same token, Datsun, the Western leader, is not among the ten best-sellers nationally. Seven of the ten pace-setters in the West are compacts or smaller, while only three of the national leaders are.

Phillip Schlosser of Schlosser Forge Wins Award

Phillip Schlosser, president of Schlosser Forge in Cucamonga will soon travel to Washington, D. C. to receive the National Subcontractor of the Year Award from the U. S. Small Business Administration. The firm is located at 11711 Arrow Route.

Schlosser Forge is just six years old, and already has contracts to ship jet engine parts throughout the U. S. and Europe.

The company has 70 employees.

SAN BERNARDINO COUNTY
ECONOMIC DEVELOPMENT DEPARTMENT

NEWS LETTER

Published quarterly by the San Bernardino County Economic Development Department to chronicle events and activities relating to the purposeful economic development of San Bernardino County and its Communities.

VOL. XI NO. 3 **3rd QUARTER, 1976**

Nicholas Koluncich, co-owner and general manager of Railgard, Inc., is welcomed to Barstow by First District Supervisor James L. Mayfield. Local officials, including the mayor and members of the city council, assisted in the ceremony. Pictured are H. James Gilliam, City Councilman and County Economic Development Commissioner; Karl Brown, President of the Barstow Area Industrial Development Corporation; and Eva Conrad, County Airport Commissioner.

C. W. R. Enterprises Moves to Cucamonga

C. W. R. Enterprises, a manufacturing and fabricating company previously of South El Monte, has moved to a new 54,000 square foot facility in Cucamonga on Lucas Ranch Road and will be in full production there by late summer. The firm was recently welcomed to San Bernardino County by local government and business leaders during ceremonies at the site.

Second District Supervisor Daniel D. Mikesell stressed that "the firm will provide 50 new jobs for the area. And I'm impressed with the Company's record. They started five years ago with a sales volume of $26,000. This year their total could easily reach or exceed the $2 million figure."

C. W. R. Enterprises have moved all three of their divisions to Cucamonga. The Superior Muffler Division and Superior Fabricating Division manufacture mufflers and other auto accessories. Run-Roader Accessories is a major producer of custom motorcycle parts.

The new facility was designed and built by Joseph E. Bonadiman and Associates of San Bernardino. Joe Bonadiman, Jr. explained that "since the firm was anxious to make the move to Cucamonga quickly, we designed an all steel building with materials immediately available through nearby Kaiser Steel Corporation."

President Clyde W. Robertson of the new company stated that raw materials used by the firm also come from Kaiser Steel. "They are our largest supplier, and we're happy to be moving practically next door to them.

The company's three divisions deliver high quality glass pack mufflers and other accessories to wholesalers nationwide.

NEW FIRM AT BARSTOW-DAGGETT TO REPAIR RAIL CARS

A new railroad car repair company has leased land and buildings at Barstow-Daggett Airport and plans to be in operation by late summer. The firm will be known as Railgard, Inc., according to co-owner and general manager Nicholas Koluncich of San Bernardino.

"We will repair cars that are pulled out of service because of a faulty operating condition," stated Koluncich. "When the car meets American Railroad Associa specifications, it can again be placed in service."

Koluncich explained the new company's plans at a welcoming ceremony involving County and City officials in Barstow.

Supervisor James L. Mayfield, in greeting the new company, pointed out that, "Barstow is a natural location for new companies connected with our growing transportation industry."

Koluncich further explained that the new firm's lease presently includes over 6,000 square feet of building space, with an option on a larger 40,000 square foot structure. Two 1,300 foot rail spurs are also included in the terms, with adjacent land 200 feet wide for the construction

(Continued on Page 5)

C. W. R. Enterprises, manufacturers and fabricators of mufflers and accessories, were welcomed to Cucamonga by Supervisor Daniel D. Mikesell (second from right). Owner Clyde W. Robertson is on right. The firm will provide 50 new jobs. On the left are designers and builders of the 54,000 square foot facility, Joseph Bonadiman, Jr. and Joseph E. Bonadiman.....

1975: 8.4 MILLION VISITORS, 2.2 BILLION DOLLARS

During 1975, 8,480,026 vacationers came to Southern California from other states and countries, up from 8,363,000 in 1974. While the 1975 arrivals set an all-time record, they're up only 236,000 over 1970.

Between 1970 and 1975, visitor arrivals increased at an average annual rate of less than half a percentage point. This contrasts with a growth rate of nearly six percent yearly set between 1965 and 1970.

Decline in the growth rate of Southern California's tourism industry results from a variety of factors, including:

—Massive increases in the tourism promotion budgets of other regions, states and countries during recent years;

—Reduced buying power of the advertising and publicity dollar triggered by serious inflation, coupled with a no-growth Southern California promotion budget;

—Reduced international air travel costs making once remote and costly destinations more competitive with Southern California.

The visitors who did come to the Southland in 1975 spent $2,431,131,000 — $2,219,900,000 in 1974. Inflation accounts for much of the dollar increase, which reflects only a slight rise in actual purchasing power.

Nonetheless, the dollars vacationers spent in Southern California during 1975 supported a million jobs, directly and indirectly. As the Southland's third largest industry, tourism underwrites in whole or in part one fifth of the region's total labor force.

Tourism makes its greatest impact in the area of service industries. And it is precisely the service industries which have yielded the only bright spot in Southern California private industry over the past decade. Aerospace, manufacturing and construction have all posted serious declines in output and employment. Only government and services report significant increases.

There can be no doubt that substantial increases in the flow of vacationers to Southern California in 1976 and the years to come would provide a powerful stimulus to the financial health of the Southland, leading directly to the creation of new jobs in all sectors of the regional economy.

Tourist Dollars Are Imported Dollars, Infuse New Strength

When vacationers come to Southern California, they bring dollars . . . dollars to spend on goods and services . . . dollars which pay salaries and taxes and trigger new construction and the demand for goods and services of all sorts . . . dollars which multiply themselves through every sector of the regional economy.

In 1975, vacationers from other states and countries spent nearly $2.5 billion dollars in the Southland. By itself, that's an impressive figure; but it takes on added importance when the economic multiplier effect is added into the equation.

Tourist dollars are imported dollars, an infusion of new economic power. Tourist dollars stimulate new activity at all levels of the regional economy. According to major economic surveys, tourist dollars carry 2.5 to 5 times the economic impact of dollars already in circulation within the Southern California economy.

To equal the $2.43 billion vacationers spent here in 1975, Southland businesses would have had to generate between $6.08 billion and $12.16 billion in new economic activity locally.

Dollars spent by pleasure travelers support such varied businesses as hotels, motels, campgrounds, restaurants, grocery and convenience stores, specialty shops, concessionaires, airlines, bus companies, rail lines, taxicabs and limousines, rental car agencies, gasoline stations, clothing stores, camera shops, amusement parks, theaters, nightclubs, boat rental and charter facilities, tour services, laundries, medical clinics, pharmacies, and a score of other categories.

These same visitor dollars continue to pack considerable economic clout at the secondary and tertiary levels as well, paying the bills of those industries which serve the tourism-related businesses. Meat wholesalers, public utilities, suppliers of linens and paper towels, sanitation services and a thousand other service and supply industries all benefit from tourist dollars.

So, too, do the construction and trades industries, as increased numbers of vacationers create a demand for new facilities for accommodating their needs. Construction of a new motel generates dollars for architects, contractors and subcontractors, electricians, plumbers, carpenters, masons, sheet-metal workers, suppliers of building materials.

Everyone in Southern California shares a direct interest in the health of the vacation industry.

Nine County Airports Generate Industrial-Commercial Activity

COUNTY OWNED AND OPERATED AIRPORTS

Airport	Acreage	Based Aircraft	Yearly Aircraft Operations
*Apple Valley	471	60	48,000
Baker	300	2	1,200
Barstow/Daggett	1087	22	40,700
*Big Bear	120	100	40,000
Chino	923	320	184,000
Fontana	143	0	0
Needles	757	20	14,000
Twentynine Palms	337	15	17,000
Trona	480	20	18,000
TOTALS	4618	559	362,900

WHO'S LEASING AT YOUR LOCAL AIRPORTS?

Commercial and industrial enterprises utilize the space and buildings available at the nine County airports. The following is a list of companies who are currently leasing from the County Division of Airports as of July, 1976.

A & I Instrument, Aero Crop Service, Affordable Homes, American Electric, Xavier Aphessetche, Apple Valley Aviation Barrister's Service, Barstow Park & Recreation, Bear Valley Aviation, Big Bear Aviation.

Burgy's Aircraft Wash, Cal-Aero Aviation, Cal-Aero Sport Aviation, Cal-Aire Aviation, California Air Charter, California Highway Patrol, Canale Foods, Inc., Chino Air Radio, Chino Fire District, Chino Unified School, Chino Valley Aviation, Civil Air Patrol, Civil Disaster Hospital.

Dairy Farm Workers, Desert Flights, B. P. O. Elks Lodge No. 1608, F. A. A. Flight Service, F. A. A. Maintenance, Fighter Imports, Flo's Airport Cafe, Golden West Airlines, Norman Goyer — Coffee Shop, Hamilton Aircraft, H & R Storage.

ITT Gilfillan, Ted Itano, Jespah, Ruth Johnson Flying Service, John & Robert Kelley, Kerr-McGee Chemical, Meadowlark Aviation, Mechanical Cores, Donald Murray — Farmer.

Phoenix Properties — Farmer, Planes of Fame, Poly Industries, Quality Hay Company, Ray's Dairy Service, Railgard, Inc., Remic Industries, Revmaster Aviation, Ricar Aviation, Schindell Restaurant, Southern California Dairy Herd Ass'n., Southern California Edison, Standard Oil Company, Steward-Davis, Inc., Edward Stielstra.

Texaco, Inc., Thornton Security & Investigation, Unlimited Aircraft, Ltd., U. S. Air Force, Marc Urgello, Valley Equipment, V & B Aircraft Sales, Elmer Ward, Western Coach Corporation, Whitesides & Currey, Yesterday's Air Force.

Super Shops Incorporated are welcomed to Colton Industrial Park by a variety of dignitaries. From the left are Mayor Abe Beltran, Councilwoman Connie Cisneros, Dennis Hansberger, Chairman of the County Board of Supervisors, and Miss Colton, Tammy Robb. Owner and President Harry Eberlin is at right.

SUPER SHOPS, INC. EXPANDS; MOVES TO COLTON

Super Shops Incorporated, a distributor of high performance automotive parts with headquarters in San Bernardino, has expanded into a 30,000 square foot warehouse facility in the Colton Industrial Park. The modern building at 555 Birch Court contains ample office space and has become the new corporate headquarters for the firm.

"We provide daily truck delivery to our six retail outlets throughout Southern California," says President Harry R. Eberlin. "This larger and more centralized warehouse enables us to more effectively maintain complete inventory in our six stores at all times."

Since 1967, the San Bernardino firm has continually expanded, adding retail outlets in Riverside, Ontario, San Diego, Garden Grove, and West Los Angeles. Further expansion throughout the Southwest is planned.

"The energy crunch and the higher costs of automotive fuels have helped us," continues Eberlin. "For example, people now realize that when custom "headers" are installed in a properly tuned car, they not only deliver high performance, they provide better performance, which in plain language means more miles to the gallon."

Officials of Super Shops, working with the County's Economic Development Department and the Colton Chamber of Commerce, were shown available sites throughout their target area, the San Bernardino Valley. They then selected Colton Inlustrial Park, which is a Division of California Portland Cement Company.

1976 Edition of Industrial Directory Available at Economic Development

The 1976 edition of the Industrial Directory for San Bernardino County has been completed by the County's Economic Development Department. The Directory provides the local area's most complete list of fabricating, manufacturing, and processing industries. with titles, names, addresses, phone numbers, and number of employees.

The Directory's seventy pages list industrial firms only, and do not include retail outlets or stores. Ray Glider, Director of EDD states that, "Our information is based on material furnished by individual plant managers or owners. We also provide a supplement on our County's mining industry."

The Directory can be purchased at the Economic Development Department, 175 West Fifth Street, San Bernardino, CA 92415. Mail orders must include $3 plus 18 cents tax.

MODERN APPROACH TO ECONOMIC DEVELOPMENT SUMMARIZED BY COUNTY EDD

Economic development is an extremely competitive business. It has been estimated that, nationally, over 3,000 professional organizations are actively engaged in the process of attempting to locate the ideal industry, shopping center, or theme-oriented recreational facility.

People make decisions to invest capital, relocate existing plants, expand businesses or to cease operations. Influencing the proper people and presenting the opportunity for profit obviously becomes one of the prerequisites of a task which has economic development as one of its goals.

San Bernardino County should continue to be engaged in a broad-based, community-supported, economic-development program with a clear understanding that all County regions benefit from any accomplishment wherever it might occur.

The following strategies are applicable to all regions and subregions of the County.

- **Where appropriate, agricultural preserves should continue to be defined and designated, recognizing the importance of this industry and its impact on the economy.**
- **The existing two-pronged (aggressive and passive) marketing program, conducted by the County and supported by its various communities should continue.**

Agressive Marketing Program—Sometimes referred to as the "shoeleather program," it requires direct contact with people and organizations interested in economic development. Banks, railroads, utility companies, industrial-development groups, industrial brokers, city officials, industrial and economic development committees of the chambers of commerce, and professional organizations are examples of the many people who must be made aware that San Bernardino County is committed to the proper type of economic development.

Once the message is firmly delivered to the economic development prospect generators, responsibility for delivering something concrete becomes the next item of business.

The County Economic Development Department should continue: to prepare the appropriate package which will match resources of this area with the needs and desires of a prospect who has stated his interest in available opportunities; search out and make contact with those businesses that present obvious "good fit" characteristics, i.e., transportation-related companies, agribusiness organizations, medical-related companies and suppliers, and even the traditional, basic industries; and assist firms which exist within the County to become more profitable and better known, with the stated objective of expansion as a goal.

Personally conducted tours for prospects should be provided by the Economic Development Department, with the support of the groups interested in economic growth.

One-to-one visibility is perhaps the key phrase which best describes the aggressive marketing program. Many meetings must be attended, conferences must be attended and sponsored, and friendly relationships must be developed and maintained.

Passive Marketing Program — This portion of the plan contains the general message designed to inform the decision makers and those staff people who influence them about all of San Bernardino County.

The existing plan is one of strength and utilizes management-oriented magazines including Fortune, Business Week, The Wall Street Journal, Area Development, Dunn's Review, Sunset and specific radio messages to inform various audiences that the County is interested in them and will assist in a confidential manner so they may better understand the opportunities available.

Information and data exchange should continue among the organizations involved so prospects can receive the best possible service and information.

The importance of this activity is well understood by marketing people and there is agreement on the importance of name recognition which is gained from this type of program.

- Participation in location activities, such as special projects related to recreation and tourism or industrial tours sponsored by chamber of commerce committees, should be considered a necessary and important function. Speeches, panel discussions and involvement with ad hoc groups to deal with community issues (i.e., airports, freeways), should be considered opportunities to develop credibility and personal relationships.
- Descriptive industrial and recreation-tourism literature should continue to be produced and maintained for distribution to prospects and economic-develop-prospect generators.
- Geographic boundaries and parochial jealousies should be addressed from a more enlightened point of view. Old, sectional rivalries must be replaced by cooperative action, thus presenting a united, cohesive picture to the potential investor or developer.
- Without infringing on civil liberties or property rights, a clear message concerning land speculation and its effect on a community from an economic development point of view should be presented by all who are participating in the promotion of economic development.
- The following is a suggested guideline related to the information generally required by a prospective industrial, commercial or economic developer and can be used by all units attempting to promote economic development.

The noted economist, Walter E. Hoadley, stated in the February, 1976 issue of Nation's Business:

"The steadily expanding role of government in people's lives has begun to dissipate the enthusiasm for risk-taking both by business managers and by investors.

"Confidence in institutions of all kinds — as well as in leadership — has dropped precipitously. For example, recent polls show that only 15 percent of consumers express over-all confidence in the executive and legislative branches of government. My poll information puts business above government by a slight margin, near the bottom in public approval of major institutions."

Economic development units should accept this premise and take the necessary steps to re-educate the public as to positive contributions of both government and business. The public should be encouraged to communicate their thoughts not only to the elected leaders but to planners, environmentalists, and the various governmental commissioners.

Development of a strategy is not necessarily the most difficult of tasks. Implementation of the strategy and obtaining desired results, is by far the more laborious and challenging work. During the last two years, which have been extremely frustrating from the economist's point of view, San Bernardino County has been more fortunate than most areas, and has experienced its share of development. Following the above strategy, and with continued support of our communities and elected officials, the future is indeed promising.

GUIDELINES TO BE USED IN IMPLEMENTING CLIENT CONTACTS

I. Data Collection
- A. If the client is industrial:
  1. Which zoning is needed, M1 or M2?
  2. What acreage is requested, 5 or 200?
  3. How many parcels can you show?
  4. What are the prices aand who is the contact person for each? What are services at each site?
- B. If the client is a commercial prospect, use the above with appropriate changes in zoning and other questions.
- C. Visual presentation of information:
  1. Locate and outline sites on appropriate zoning maps.
  2. Locate areas on appropriate city and/or regional maps.
  3. Include photos if valiable.
- D. Site data preparation:
  1. Separate file in individual packet for each proposed site.
  2. Face sheet should include all answers to A., above — acreage, price, names, etc.
  3. Include Assesor's map and miscellaneous supporting data.
  4. Community Profile as applicable to each site:
     a. Water system, size of lines and quantities available.
     b. Gas system, as above.
     c. Sewer systems, listing limiting factors and alternatives.
     d. Fire protection data.
     e. Police protection data.
     f. School system.
     g. Residential availability data.
     h. Tax data.
     i. Community Economic Profile.
     j. Wage/labor data.

II. Definition and Satisfaction of Client's Needs
- A. Market Potential. What market does the client wish to reach?
- B. Promotional Methods: How can the market be reached, what media, local or regional will be used? Have names and phone numbers.
- C. Suggested Resource Team:
  1. Local businessmen.
  2. Realtors and their associations.
  3. Utility representatives.
  4. Transportation systems executives.
  5. Government administrators.
  6. Neighboring communities and chamber of commerce officials.
  7. Prospective customers or suppliers.
  8. Miscellaneous.

III. Implementation Process
- A. Presentation to Client: Time, place, what material, who presents, and need to preserve anonymity.
- B. Follow-up Procedure: Who responsible, statements of support, additional needed information, invitation to meet key people.
- C. Approval Process: Through various city, county, state and/or utility offices.
- D. Success Publicity: The client deserves to be introduced formally and in a professional manner to the community at large.

New Firm . . .

(Continued from Page 1)

of additional rail spurs as needed.

The new company expects to hire 40 employees at first, and could double that amount by December.

Assisting in locating the new firm at the airport facility were representatives of the County's Economic Development Department, the Barstow Area Industrial Development Corporation, and the County's Division of Airports.

Tourist Dollars: Where They Go

The $2.431 billion tourists brought to Southern California in 1975 accounted for direct sales in these industries: Food & Beverage, 23.2%; accommodations, 22.3%; automotive, gasoline, 14.0%; clothing, 11.2%; recreation/entertainment, 17.0%; professional and personal services, utilities, cleaning, miscellaneous, 12.3%.

New Administrator Earl Goodwin begins term in top County job, following the retirement of Robert Covington.

Earl V. Goodwin, New Chief Administrator For County

New County Administrator Earl V. Goodwin settles into the challenging job managing 50 departments during a continuing austerity program.

Goodwin comes to San Bernardino County with a reputation of having exceptional abilities in fiscal management and economics. "I've always been comfortable with figures and enjoy working with them. It's something that has come easy for me." Goodwin was in charge of San Mateo County's budget during his last three years. He previously was a budget team leader for several aspects of L. A. County's expenditure program.

"Solutions to most county government problems have a money component to them, and any solution has an impact on costs in some other area that you have to be able to spot. If you understand number relationships, it helps you sort out any problem," he said.

Relations with agency and department administrators is already on a firm footing. "I believe in letting people assume as much responsibility as they are capable of handling. A willingness to delegate authority is essential because this business has long since outgrown the era when you could run a county from the seat of your pants."

Goodwin and his wife, Linda, have purchased a home in San Bernardino. "I'm definitely going to enjoy living here. Being in the same part of the country where I was brought up makes me feel at home and comfortable."

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SOLAR SYMPOSIUM AT YUCCA VALLEY

A Solar Symposium in Yucca Valley attracted attendees from throughout the Southwest to a day-long variety of conferences and displays. The latter also included energy exhibits depicting the values of wind and hydrogen power.

A major theme throughout the day focused attention on the fact that mankind has reached a new threshold, the doorstep of a new era where unfamiliar visions must take shape.

Keynote speaker Fred Glaski, of the Energy Resources and Development Administration (ERDA), outlined the task ahead to a standing room only crowd at the Blue Skies Country Club. "We'll have to get off the oil standard if our Nation is to survive the century."

Surviving the next two decades is the key, according to Glaski, while we meet the challenge of developing new data, new materials and techniques.

ERDA is planning a program which is designed to provide an inexhaustible supply of energy by the year 2000. The initial phases will involve a partnership between government and business as research gets underway.

Local Planning officials see the Symposium as a step ahead in the County's effort to provide leadership in the energy field. Of immediate concern is the need to assist in the siting and development of a proposed 10 Mwe Solar Tower Central Receiver Power Plant which should most feasibly be located in the Mojave Desert. The State Energy Commission staff has requested that the County coordinate with the State Energy Commission to achieve expeditious site selection, environmental review and approval procedures. The proposed $100,000,000 Solar Tower would be the world's largest solar electric generation facility.

The County has also been informally solicited to develop a model local solar ordinance dealing with residential applications, including an implementation program. This model could be the basis of state-wide local solar residential ordinances.

Visitors to Our Mountains And Deserts:

Where do they come from?

A survey of western readers of Sunset Magazine indicates that the 12.7 Southern Californians are preferring a vacation in nearby areas. The trend among our locals is to plan trips which involve visits to the Southland's mountains, deserts, river, and seashore.

Rental cottages aand motels in tourist areas are expected to be filled, as are the numerous campgrounds, both private and public. Early reservations are recommended.

Fishing is forecast to be good to excellent, and the many special events at all major mountain and desert resort areas are well planned and offer something for the entire family. Questions concerning local dates or accomodations can be handled best by the individual Chambers of Commerce.

Twenty 60 Second TV Spots – Almost For Free

"Enjoy a weekend as guests of the Crestline Chamber of Commerce on the shores of scenic Lake Gregory, high in the San Bernardino Mountains." This announcement greeted winning contestants on the Ben Hunter Matinee TV Show once a week for 20 weeks, the longest and most effective promotion Crestline has ever received.

With the blue lake and green pine trees invitingly on the TV screen, the announcer continues to enumerate the prizes as he names the motel, restaurants, bowling alley, gasoline station, and beauty salon that will make a weekend for two not only pleasant, but very easy on the wallet.

Past president of the Chamber Rick Reed was surprised at how readily members accepted the plan and donated services. "These members were enthusiastic, and when so many participate, no one merchant was called on too often."

Winners on the show were handed a complete tour packet which contained instructions, maps, and additional information about the Crestline area.

With so many game shows on television, perhaps other resort communities will be putting together similar packages for the winners.

POPULATION

Population of San Bernardino County for April, 1975 . . . 696,064.

U. S. Bureau of the Census
Special Census

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VOL. XI, NO. 4 **4th QUARTER, 1976**

Mayor W. R. "Bob" Holcomb of San Bernardino officially welcomes Frank Tedesco, president of Lifetime Foam Products, Inc. Also at the head table (left) Wayne Lynch, president of the Chamber of Commerce, Taylor B. Toomey, manager for the San Bernardino plant, and Hank M. Wellman, Jr. and Leonard Schram of the Sears Company. Others attending the luncheon included members of the City Council and the County's Economic Development Department.

Sears Bedding Firm to Build 200,000 Sq. Ft. Manufacturing Plant

Lifetime Foam Products, Inc., a wholly owned subsidiary of Sears Roebuck & Company will construct a 200,000 square foot manufacturing plant on 15 acres in San Bernardino's Southeast Industrial Park on Tippecanoe Avenue, north of the Redlands Freeway. Site preparation has already begun.

The company's president, Frank Tedesco stated, "Lifetime Foam will produce foam mattresses, frames, and related bedding items. We are looking at up to 200 new jobs, and it is the policy of this company to hire locally."

Mayor W. R. "Bob" Holcomb said, "Lifetime Foam becomes the largest private manufacturing industry ever to establish in San Bernardino. What brought this about is the new and progressive approach by the City to attract new businesses. We realize that we must become competitive in our efforts to bring in new and clean industries."

Mayor Holcomb stated further, "For the first time we have matched the positive financing of Redevelopment with the client oriented know-how of the County's Economic Development Department, whose Director, Ray Glider, has spent approximately four months on this effort. There are other similar proj-

(Continued on Page 2)

Big Three Industries, Inc., Comes to Etiwanda

Big Three Industries, Inc., of Houston, Texas has begun construction for an air separation plant and sales-warehouse facility on a 20 acre site on Arrow Highway west of Etiwanda Avenue in Etiwanda. The firm will produce the industrial gases nitrogen, oxygen, and argon.

According to Ray Glider, Director of the County's Economic Development Department, site selection was particularly critical for Big Three. "They have a contract with Ameron Steel's new melting facility and a pipe-line delivery system was required. The new plant will be opposite Ameron on the north side of Arrow Highway."

Big Three General Manager Dean Dapkewicz explains the new facility. "In our production phase, we produce gases not only for industry, but for medical uses, and university research projects. Our laboratory facility on site is slightly unique in that it is required to have a pharmaceutical license.

"Chances are that if you were in a serious accident anywhere in Southern California, the paramedics treating you at the scene would be using our line of medical inhaling and monitoring apparatus. The oxygen you would breathe probably would be ours, and you can rely on its purity."

The new Etiwanda plant will deliver to customers throughout Southern California using the company's own fleet of specially equipped trucks.

Big Three's sales and warehouse unit will sell both wholesale and retail to various clientele in the medical, welding, and research fields. Bottled gases will also be purchased by utility companies, who use nitrogen to increase the longevity of electrical connections.

According to Dapkewicz, the company is also involved in advanced research in alternate energy sources. "More and more scientific research projects are turning to the various uses of nitrogen. An example is working with a local research company in which our nitrogen has been used in the process to make fuel oil out of common garbage.

"Our people are involved in several other similar projects. They call on us because we know nitrogen, what it will do and how to handle it."

Fifty percent of the firm's current business involves the sales and distribution of nitrogen, and thirty percent of this product is purchased by the food processing industry.

The company's twenty acre parcel on Arrow Highway was handled through Jack NcNay, of McNay Realty in Cucamonga.

Lifetime's Product: What They Will Manufacture In San Bernardino

The following is a statement delivered verbally in August of 1976 by an executive of Lifetime Foam. The objective was to explain the company's switch in 1975 to an emphasis on the new Polymeric foam. The description of the company's improved product first appeared in the August edition of BEDDING magazine.

The reason we are together here today is to talk specifically about Polymeric foam.

For many years most of us believed we knew what customers were looking for in mattresses, and in more recent years several extensive consumer surveys conducted by Sears and others have verified our beliefs. It boils down to the fact that there are only really three characteristics that are important to a customer in considering the purchase of bedding. They are comfort, support and durability. (Every now and then some salesperson will bring up price or value, but I think we would all agree that if you can offer the customer sufficient evidence of comfort, support, and durability, he will be satisfied he is getting value).

We have seen thousands of prospective bedding customers come into the bedding aisle and either put their knee on every mattress or punch every mattress with their fists. Now, all the years you have watched them do this I am sure you felt the same way I do whenever I see it happen, and, that is, unless they are bedding experts that exercise cannot possibly be telling them anything worthwhile about any mattress. I sincerely believe that has been true all these years.

However, with the coming of Polymeric, the fist test becomes an extremely important part of selecting and demonstrating mattresses. That softness-to-the-fist test is a fine demonstration of the comfort feature of the Polymeric because it shows clearly that those portions of the sleeper's body that are subject to pain and discomfort when on a hard surface are going to be cradled ever so gently by the surface of a Polymeric mattress. For years we have emphasized the advantages of the infinite vertical support characteristics of foam mattresses of all sorts — latex and polyurethane — and it has always been true that because all of the support is vertical and there are no horizontal wires and bands etc., each portion of the sleeper's anatomy is individually comforted and supported.

All of us realize that today we live in what might be called the "Chemical Age." As you know from personal experience, there are many examples of the chemical age which we experience each day. We are standing on it, we are wearing it, the covers on your upholstery goods are almost exclusively of chemical origin. Much of the ornate trim on case goods is a chemical product, and so on throughout your department and every department in the store. Now, how do these things come about. Many of them have as the basis a common origin in some petrochemical derivative, and yet they differ enormously from each other in product form.

When a chemist designs a new product, he really designs a molecule; and I am sure that at this point you are saying, "But I want to sell mattresses and not learn chemistry." Just give me two or three minutes and I am going to bring you right back to selling mattresses

(Continued on Page 3)

The Sun-Telegram

Serving the Inland Empire

A Gannett Newspaper

JAMES GEEHAN
Editor and Publisher

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Managing Editor

399 D Street, San Bernardino, CA, 92401, Phone 714-889-9666

Sunday, Sept. 12, 1976

A needed breakthrough

The announcement that a Sears, Roebuck & Co. subsidiary plans to build a bedding manufacturing plant in the San Bernardino redevelopment agency's Southeast Industrial Park is welcome news for the local economy.

It indicates that the agency is beginning to successfully promote economic growth through development of new "hard payroll" industry.

This has long been needed. The Sears' Lifetime Foam Products plant is expected to create 200 new jobs in the community.

During the past few years, redevelopment officials have concentrated mainly on developing the city's retail and commercial district.

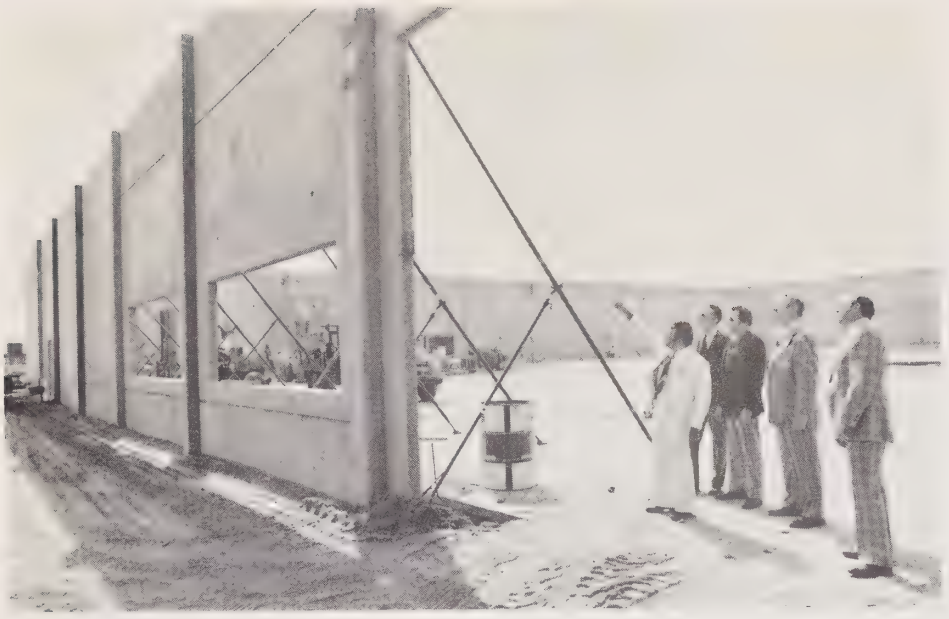
This has had a certain energizing effect on the local economy but eventually there comes a point when it is difficult to sustain further commercial-type expansion without the infusion of industries to sustain it.

In announcing plans for the plant, Mayor W. R. Holcomb said it resulted from "a new and progressive approach by the city to attract new business."

He called it "a breakthrough in the proper economic development of our city," adding that "for the first time, we have matched the positive financing of redevelopment with the client-oriented knowhow of the county economic development department."

This cooperative effort of the county and city agencies appears to have been the key in achieving the economic breakthrough.

Hopefully, this kind of positive intergovernmental coordination of effort will continue to bring the area further economic gains.



Construction progress of the Toys "R" Us Department Store, located in Vanir Center on South "E" Street, is inspected by (left to right) H. Frank Dominquez, President of Vanir Development Company; Art Romandy, San Bernardino County Economic Development Department; Bill McCall, Assistant Vice President, Bank of America; Bill Green, Manager, San Bernardino Chamber of Commerce; and R. B. Hentschel, Vice President and Manager, Bank of America San Bernardino Main Office.

NEW TOYS "R" US STORE FOR SOUTH "E" IN SAN BERNARDINO

H. Frank Dominquez, President of Vanir Development Company, has announced the development of a new Toys "R" Us retail store to be located in Vanir Center which is adjacent to the Inland Center Regional Mall on South "E" Street in San Bernardino. Toys "R" Us chain is a mjor retailer of toys, juvenile furniture, pools, wheel goods, infant and childrens' furnishings.

The Toys new building, land, and improvements is valued at $1,300,000 with the total lease value of $3,250,000. Construction of the new 44,160 square foot Toys "R" Us department store is expected to be ready for fixturization and inventory by October 15, 1976. W. D. Gott of Upland, California, is the General Contractor and Fields and Silverman of Los Angeles, California, are the architects for the project.

Toys "R" Us representative Louis A. Vassalo, Director of Real Estate, stated that "the Vanir Center location should prove very successful in the San Bernardino area since there is no direct competition for the line of merchandise on the scale that Toys provides."

Toys, for the fiscal year ended February 2, 1975, had sales of over $139,800,000 with profits before federal income taxes of over $13,000,000. For the fiscal year ended February 2, 1976, Toys had sales of over $172,889,000 and profits before federal income taxes of over $18,766,000.

Sears Bedding Firm . . .

(Continued from Page 1)

ects underway. This is truly a breakthrough in the proper economic development of our City. Holcomb also praised the San Bernardino Chamber of Commerce for their support and assistance.

Glider explained, "In California we are not permitted to furnish direct subsidies such as tax credits to new industries. With Redevelopment we are able to offer a low initial purchase price which potential clients find attractive."

Tedesco said that San Bernardino has other advantages. "You are next door to this nation's second largest marketplace," he said. "Over 12 million people live here in Southern California, and we need to serve them. Your transportation systems are excellent both for the shipping of our incoming raw materials and the delivery of our finished products."

Lifetime Foam, Inc. has selected Huntley Properties, Inc. of San Bernardino to construct the facility. President William L. Huntley added, "We are delighted to be a part of the team that helped locate a nationwide company i San Bernardino."

Lifetime Foam, of Franklin Park, Illi nois, is the sole supplier of foam beddin to Sears, which accounts for nearly third of the foam bedding sold in th U. S. The firm has 16 plants throughou the U. S.

Lifetime's Product . . .

(Continued from Page 2)

after our quick little trip into and out o chemistry.

Polyurethane is made up of mol cules that are roughly triangular shape touching each other on flat sur faces with nothing really holding them together. Therefore, "linkers" or "binders" must be added to the chemistry to give polyurethane foam adequate strength and durability. Latex molecules are roughly octagonal in shape with many more flat surfaces touching each othe and, therefore, greater strength and elesticity, but still requiring the addition of "linkers" or "binders" to the chemistry to insure adequate elesticity, strength, and durability.

The idea that ultimately resulted in Polymeric foam was to create a molecular structure that would not require the use of binders. The reason for this being that in the past when a piece of latex or polyurethane "broke down" it was usually the result of a fracturing of many linkers rather than a collapse of latex or polyurethane molecules themselves. So, the idea was that if a foam could be made that would not depend upon the addition of another element for its elasticity, strength, and durability, it would undoubtedly be the finest cushionin material ever made.

Many chemists the world over worke on the product, and finally found th solution by creating a long, chain-lik molecule. As a result, if you could se one of the billions of little "cell" o "bubble" walls in a Polymeric mattres magnified zillions of times, you woul see something that looks like what yo see when you link your fingers all to gether. Obviously, the interlocking, interwoven strength allows the maximum elasticity due to its flexibility; maximum strength because of the interlocking and interweaving of the long, pencil or rodlike molecules in all directions; and I think you will agree that common sense tells us it is going to be an extremely durable construction for these same reasons. However, common sense or no your laboratory, Sears' Department 817 and our own laboratories as well as those of all of the major automotive com panies and the chemical companies hav all proven Polymeric foam to be th most durable cushioning material eve made.

200 New Jobs in San Bernardino: What They Mean

A new major manufacturing plant will be operative in San Bernardino next spring. To pin-point the effect in a community of 200 new jobs, we reprint an excerpt from a previous Newsletter. Note that the chart is written for 100 new jobs, which means that figures should be doubled in the case of Lifetime Foam, Inc.

EMPLOYMENT CHANGES	Increase in Number of Workers
Manufacturing	+100
Nonmanufacturing:	
Wholesale and retail trade	+ 21
Professional and related services	+ 17
Transportation, communication and other public utilities	+ 11
Finance, insurance, and real estate	+ 6
Business and personal services	+ 5
Construction	+ 3
Other industries	+ 5

In the same study, it was shown that 100 new manufacturing jobs brought about the following growth in the community:

351 More People
79 More School Children
$1,036,000 More Personal Income Per Year
97 More Families
$490,000 More Bank Deposits
1 More Retail Establishment
68 More Employed in Non-Manufacturing
$565,000 More Retail Sales Per Year

The increase of $565,000 in annual retail sales which results from the 100 new jobs was found to be distributed approximately as follows:

Grocery stores	$119,000
Motor vehicle dealers	89,000
Department stores	59,000
Eating and drinking places	41,000
Gasoline service stations	41,000
Clothing and shoe stores	30,000
Furniture, home furnishings & household appliance stores	26,000
Lumber, building materials & hardware dealers	23,000
Drug stores	19,000
Other retail stores	116,000
Total increase in retail sales	$565,000

FIVE CIVILIZED TRIBES HEAR SOUTHERN CALIFORNIA WATER STORY

Requests for assistance can come from anywhere, but Ray Glider of County EDD received a most unusual query at the recent American Industrial Development Council meeting in Los Angeles. Representatives of the Five Civilized Tribes of Oklahoma, who were attending the conference, said that "since you Southern Californians are receiving Northern California water, you must know someone who has learned how to move water from point A to point B."

The name that Glider mentioned immediately was that of Thomas V. Chandler, of the San Bernardino Valley Municipal Water District, a seventeen year veteran of successful efforts to help the public understand and appreciate the value of water. Chandler's presentations have been heard throughout California, where he stressed that industrial growth depended on many things, but depended heavily on an adequate water supply.

It seems that the Indians in one part of Oklahoma have water, and people who need it are in a different part of the state. So the Five Civilized Tribes wanted to hear his story, how to move the water. They received the whole story, the story of the world's largest aqueduct.

We at EDD tell industrialists throughout the nation that San Bernardino County has an adequate water supply. And now we find that our water specialists are so good at what they do that they are telling people in other states how to get the job done.

We might add a few of Chandler's facts: California's first official statewide water study was authorized in 1919. The first $1 million for an overall State Water Plan was authorized in 1931.

This is a lot of experience, and we're glad that it is being shared.

Into County's West End Federal Sign Expands

Federal Sign, a Division of Federal Signal Corporation, is moving its West Coast manufacturing operation to a 72,000 square foot building on Santa Anita Avenue in Cucamonga and expects to be in production by January first. Federal has been designing and manufacturing custom electrical signs since 1901.

Second District Supervisor Daniel D. Mikesell announced the expansion of the firm at a recent meeting of County officials.

Project Manager William Ferro states, "We are really not strangers to San Bernardino County. We have served the area from our San Bernardino office for over thirty years. But now we are expanding our manufacturing capability in the Inland Empire."

The firm plans to provide jobs for 100 or more employees when full production is reached.

Federal's local plant will ship to the western states, using the company's own truck fleet.

Materials used in Federal's manufacturing process include plastics from Rohm-Haas, aluminum extrusions, sheet metal, and a wide variety of electrical components.

Federal Signal Corporation, listed on the New York Stock Exchange, is a manufacturer and world wide supplier of public safety, signaling and communication equipment and controls; and railroad signaling, communications, and maintenance-of-way-equipment.

Local Development Corporation Formed For Big Bear

The formation of the all new Local Development Corporation of Big Bear Lake Valley was announced recently by the organization's president, Ralph Emerson. The new group's motto is "Assisting financially our Valley commerce."

The new Corporation has a list of the types of businesses that would tend to fill existing needs in the Big Bear area. The Corporation can be reached at P. O. Box 3261, in Big Bear Lake, 92315.

Recent ceremonies opening the final link of the Devore Freeway included remarks from elected officials (from left): Senators Ruben Ayala and Robert Presley, Supervisor Daniel Mikesell who emceed the event, and Assemblymen Walt Ingalls and Bill McVittie. Speaker for the occasion was William E. Leonard (rear), Chairman of the California State Highway Commission.

Final Link of Devore Freeway, I-15, Opened

Interstate 15 Freeway, the long awaited shortcut for thousands of Southern Californians who regularly use the high desert resort areas, opened September 22, after official ceremonies. Many weekenders from the Southland's 12 million residents will appreciate the shortcut to and from the Colorado River and Las Vegas.

The freeway cuts 14 miles off the former route, giving the new highway link the name of "The Freeway that Saves."

"If every one of the 20,000 vehicles which use the freeway each day saves 14 miles, they've each saved a gallon of fuel," says County Supervisor Daniel D. Mikesell. "That's 20,000 gallons saved every day."

The completion of this first phase of Interstate 15, linking Cajon Pass with I-10 near Ontario, culminates a 20-year effort by local citizens' groups who have relied on Supervisor Mikesell as their spokesman in Sacramento and Washington.

"The various Associations, such as the Devore, the I-15, and the Pomona Freeway Association, have contributed years of hard work on this project," Mikesell said. "But, we're not finished yet. The Foothill Freeway Association with active members in the cities from Redlands to Pasadena is still requiring an all-out effort in the finalizing of our highway master plan for the County's West End."

Construction costs for the completed section south from Devore amounts to $57 million, which includes the cost of the interchange at the east-west San Bernardino Freeway. Construction will start this year on the connection between I-10 and the Pomona Freeway to the South.

A spokesman for Yeager Corporation, major contractors on the completed project, indicated that some work is continuing. "The freeway is safe, yet we ask motorists to be alert and watch for work crews along the shoulders and near the various ramps."

The new freeway's surface was grooved for safety while the cement was still wet, the first time this technique has been used locally. This method is considerably less costly than the older methods of cutting grooves after the cement has hardened.

GROWTH FACTOR

Three interstate freeways, three transcontiental railroads, one international airport contribute to the growth and development of San Bernardino County.

Supervisor Daniel Mikesell Resigns Second District Post

The industrial development that is so obvious in this County's West End, particularly in the Etiwanda, Cucamonga, and Ontario areas, just didn't happen. It is the result of long distance planning and years of hard work.

The mainspring of a 20 year effort, the man who looked years ahead and got the job done, Supervisor Daniel D. Mikesell of the Second District, has resigned. Industrial and economic development of the area has lost a friend, a fighter, and most of all, a winner.

Years ago local residents wondered why Fourth Street, Archibald, and other streets were so very wide — four lanes with extra-wide, paved parking widths. Years ago people asked if the industrial outfall sewer was really worth the costs, and questioned if expansion at Ontario International Airport was justified.

Even today there are some who feel that Interstate 15 just happened, that it was a logical shortcut and easily funded by State and Federal agencies. There are those who wonder why three major rail companies have spur lines that criss-cross through the grape vineyards.

Some may even feel that major water, gas, electric, and sewer trunk lines were the whim of some utility company. Or that flood control projects were decided only by the Corps of Engineers.

Dan Mikesell saw in his earliest years of service that proper economic development was the key to solving many of the problems of this County. He set his sights high, and he worked hard. What we see today is a tribute to his efforts.

The new companies that continue to come to the County provide jobs and the broader economic base that stimulates and benefits the entire community.

An editorial in the Ontario Daily Report stated that Dan Mikesell "was the catalyst, the leader, and the tenacious in-fighter who performed best when victory seemed furthest away."

His skills will be missed, but they will be missed most of all by those of us who work in the complicated field of planned industrial and economic development.

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The Nation's Largest County Offers Network of Airports

Aviation is big business in San Bernardino County. General aviation production for the year of 1975 was up ten percent, and in May was up twenty-eight percent, indicating a trend for further increases in 1976. Continued growth of the general aviation executive fleet enforces projections for more activity on local airports.

The County of San Bernardino owns seven airports, and leases the land for Trona and Baker airports from the Bureau of Land Management. The airports are located on 4,751 acres of land; have approximately 765,000 square feet of industrial and office space; and experience over 300,000 aircraft operations annually.

The airports are located throughout the County. Chino and Fontana are located in the more densely populated valley region, Big Bear in the mountain recreational area, and Barstow, Twentynine Palms, Needles, Trona, Baker and Apple Valley in the desert regions. As might be expected, each of these regions has a distinct economic character and population densities vary greatly from one region to another. This in turn influences the utilization, and consequent direct and indirect economic implications, of any of the airports.

Apple Valley Airport's parking ramp, providing some 19 additional tiedown spaces, is now complete. This ramp will be used primarily for transient parking. Weathermeasure equipment has been installed in the Terminal Lobby providing wind direction and speed, relative humidity, temperature, and barometric pressure for the general aviation population.

At Barstow/Daggett Airport a new commercial business, Railgard, Inc. is proceeding with site preparation on the airport of a facility to modify and repair railroad rolling stock.

Mountain Air Aviation at Big Bear City Airport provides standard flight school capability (ground school), flight instruction, rentals, and car rental. Big Bear Aviation is adding a sales office. Ricar Aviation, a flight school sub-leasing from Bear Valley Aviation, is in full swing.

Needles Airport has installed plastic water lines to replace the broken metal pipes. New reflectors have been placed along the taxiway.

Early in September the overhead lighting at the Trona Airport will be replaced by new runway and taxiway lights with underground wiring. Golden West Airlines provides passenger service on a twice-a-day basis at this airport.

The traffic count in the smaller airports is surprising. The following figures are for an eight month period (Barstow/Daggett is for six months) beginning January 1.

	Eight Months		Average per Month
CHINO	117,960		14,745
TWENTYNINE PALMS	15,030		1,878
NEEDLES	6,440		805
BARSTOW/DAGGETT	46,906	(6 mo.)	7,818

The direct impact created by these activities in Fiscal Year 1975-76 represented an average of 478 jobs and approximately 15.3 million dollars in salaries and purchases of goods and services.

KERR-McGEE CHEMICAL CORPORATION

Progress continues on Kerr-McGee Chemical Corporation's expansion project in Trona. The boiler structure for the $200 million facility rises 14 stories and 144 feet from the desert floor. It stands two stories taller than any building in San Bernardino County.

The structure, which will house two boilers with a total generating capacity of 64 million watts, will power Kerr-McGee Chemical's new soda ash plant as well as part of its existing Trona facility.

The new soda ash facility is slated to begin production in the first quarter of 1978 and will have a capacity of 1.3 million tons per year. Soda ash is a basic ingredient in glass.

The new plant's stack rises 190 feet, making it the tallest man-made structure in the County. At the base of the stack are the footings for two 133 foot high carbon dioxide absorbers that have been installed since the photo was taken.

The absorbers are part of a $20 million pollution control system under construction. The carbon dioxide from flue gases will be "absorbed," and then used to carbonate brines in the soda ash process.

A recent pulse of County airport users indicates that early morning ice formations are being experienced in the Valley, and pilots are talking of the possibility of an unusually cold winter.

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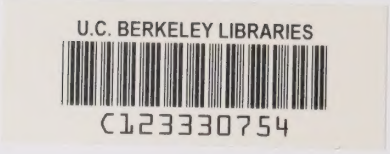

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